

SUPERIOR[®]



Superior Battery Manufacturing Company's 200,000+ sq.ft. facility in Russell Springs, Ky.

Superior Battery Manufacturing Company, Inc.
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Russell Springs, KY 42642

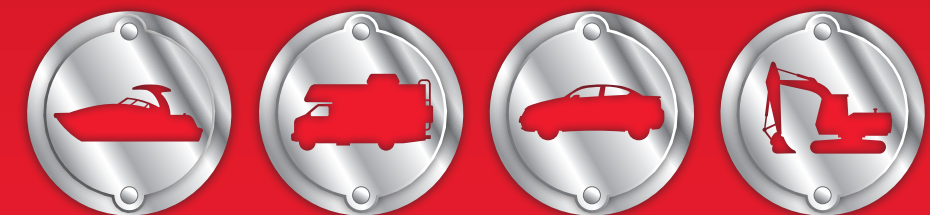
1-800-322-6056
SuperiorBattery.com



ZERO LANDFILL
MANUFACTURING PROCESS



by Superior Battery



QUALITY MADE & RECYCLED IN THE USA

Where performance and environmental responsibility meet, you will find PFX Technology. Superior batteries are completely designed and manufactured in the United States, with 95% of raw materials in every battery generated domestically and 60-80% of lead and plastic recycled from spent batteries. Superior utilizes **CLOSED-LOOP MANUFACTURING PROCESSES**, ensuring materials are cleaned and reclaimed in every situation possible.

IN OUR ELEMENT WITH HIGHLY-REFINED LEAD

Creating a high-performance lead alloy strip is a science — one Superior has perfected with PFX Technology. Superior's lead is cleaned of unstable contaminants before it reaches our facility, leaving only the chemical elements that guarantee excellent battery performance. Through an in-house, quality-controlled process, we manufacture the lead alloy used in our batteries, establishing the right chemical composition to **DECREASE CORROSION, REDUCE GRID GROWTH and INCREASE BATTERY LIFE**. Each roll of cast lead strip is inspected to ensure it meets Superior's proprietary metallurgical and electrochemical performance standards.



MIXING WITH PRECISION

CPM or **CONTINUOUS PASTE MIXING** is another unique process to PFX Technology. CPM is a precision-metered mix that controls even distribution of the ingredients in our bonding paste. This process offers improved performance over a standard batch mixer. A better mix = better battery performance.



A POWERFUL COMBINATION



After our high-performance lead alloy strip is expanded to create the positive grid and bonding paste is applied, plates are cured in Superior's micro-process controlled, state-of-the-art **HYDROSET CURING CHAMBERS**. These chambers precisely control all humidity, heat and drying during different stages to have an exacting cure of the plates. Our Severe Duty Series features an **EMBEDDED GLASS MAT**, which is fused with the positive plate to improve battery life and prevent mass shedding. Superior plates are inserted into a **DARAMIC® HP-V HIGH-PERFORMANCE POLYETHYLENE BATTERY SEPARATOR**, which extends battery life, enhances cyclability and improves paste-to-lead bonding performance.



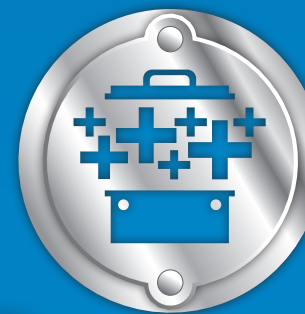
JUST-IN-TIME BATTERY FORMATION

Though components are manufactured daily, the vast majority of our batteries are not formed — or **FILLED WITH ELECTROLYTE SOLUTION** — until an order is placed. Validated by date stamp, this unique feature of Superior Batteries means our distributors are getting batteries in the earliest stage of life, and consumers are experiencing fresher and longer battery performance.



THE CYCLE CONTINUES WITH YOU

Customers across the United States and the world are enjoying Superior's premium power, maintenance-free batteries in a wide number of applications. Our distributor program is second-to-none, with competitive incentives that ensure more batteries are returned to Superior for recycling and fewer end up in landfills. **WHERE PERFORMANCE AND ENVIRONMENTAL RESPONSIBILITY MEET, YOU WILL FIND PFX TECHNOLOGY.** We are committed to this cycle of excellence.



EXTENDED LIFE ENHANCED CYCLABILITY & Better Heat Endurance in the NEXT GENERATION

Premium Flooded Cell Battery