

## Century invests in flexible manufacturing

Century, Australia's only forklift battery cell manufacturer, has ramped up production capacity at its Wacol Manufacturing Facility by a further 25% this year in response to market demand.

Century is the market leader for forklift power solutions in Australia and New Zealand and has products that are renowned for lasting and lasting, together with a dedicated focus on cradle-to-grave service.

Century's Wacol Manufacturing Facility is aiming for maximum flexibility in production to produce the right mix of products suitable for forklifts from all over the globe. To support this objective an additional Oxide Filling Machine has been installed. This machine is used to produce varying sized tubular plates which are the core of modern battery cells.

Century specialises in manufacturing tubular plate battery cells, considered the European standard and widely regarded as superior to the older technology of flat plate manufactured cells, which are more commonly made in the United States of America.

An investment of more than \$12 million in R&D and capital equipment has been made by Century across its Industrial and Automotive divisions in the past four years to cement its reputation for producing quality batteries for automotive, commercial and industrial applications that are specifically designed for Australia's unique climate, standards and conditions.



For example, Century's sister manufacturing facility at Carole Park is in its third year of producing the *Ultra Hi Performance* automotive battery which, through independent testing, has proven to provide up to three times longer life than imported battery brands.<sup>1</sup>

In the industrial arena, the company has excelled in developing a new range of gelled electrolyte maintenance free cells suitable for solar and telecommunications applications and for meeting stringent occupational health and safety rules for certain forklift applications, for example, in the food industry.

# Press Release

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The gel cell product has been developed following a successful four-year research and development project and has been so successful that Century has recently doubled its production capacity at the Wacol Manufacturing Facility.

General Manager of Marketing, Kevin Vellnagel believes Century is poised to respond rapidly and competitively to changing market opportunities, due to its investment in R&D to deliver product differentiation and flexible manufacturing.

“Century is Australia’s oldest battery manufacturer, repeatedly demonstrating a reputation for tough and reliable products since 1928. That’s what has allowed us to maintain the lead in the market,” Mr Vellnagel said.

“Our affiliation with GS Yuasa Corporation, the globe’s third largest supplier of lead-acid batteries and world leader in terms of product quality, reinforces our position as the leading battery manufacturer in Australia,” he said.

For more information on Century’s forklift power solutions call 1300 734 580.



<sup>1</sup>Based on independent 3<sup>rd</sup> party testing, using international battery testing standard JIS D 5301 1999 Light Load Endurance test at 75 degrees centigrade of 11 plate multi-fit product readily available on reseller shelves, commissioned by CenturyYuasa. Results released 2004.



An affiliate of GS Yuasa Corporation