

Battery Filling Systems Currents

The leader in battery filling technology.

Volume 2, Issue 3 **2006**



**Battery Filling
SYSTEMS**

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New Water Deionizer -
Three Times the
Capacity!

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Installation Made Easy –

Our New Quick Clip Plug

We're proud to introduce the new Quick Clip plug, an innovation that makes the installation of the watering system easier than ever. This plug is specifically for golf car batteries and light industrial applications such as pallet jack power packs, sweepers and scrubbers. All



the functional features of the regular BFS plug are still there, but this new plug has two great features not available in our standard bayonet style plug. It has a built-in spark arrestor with more protection than any other plug in the industry. And now, installing the vent caps is literally a snap. The Quick Clip plug snaps in with one fast motion. Given how tight the spaces on top of a battery are, turning a plug to lock it into place can be hard on the hands. Now there's no more twisting and turning.

Somebody suggested that a good name would be Skin Saver or Pop Top. Because that's all there is to it – the new plug pops right in. Snap Cap, Pop Top, Skin Saver – however you want to describe it, the new Quick Clip plug is a winner! 

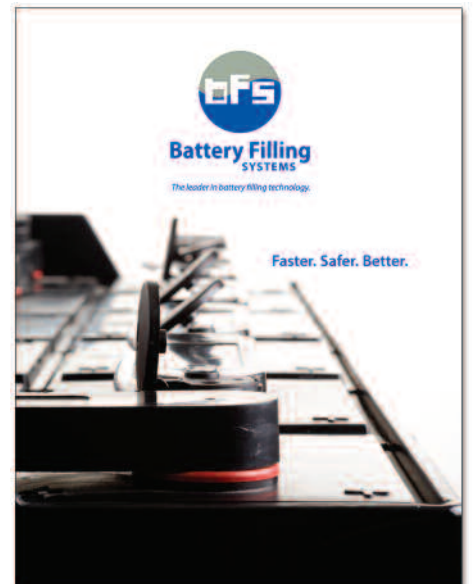
Corporate Brochure Sends a Message:


It's a Dirty Job And Now You Don't Have to Do It

Want your customers and prospective customers to have a clear understanding of why the BFS watering system is faster, safer and better? The benefits are spelled out in our new corporate brochure.

People are often surprised at how much time our single point watering systems save. The brochure makes it plain. The time savings – which are closely connected to labor costs – are typically in the 90-95% range.

Likewise, prospective customers don't always consider the safety implications. The brochure goes into detail. When you don't have to remove the vent caps for maintenance, the chances for spills and exposure to toxic acids and vapors goes down.



continued on page **02** 

New Water Deionizer – Three Times the Capacity!

New and Improved? You bet! Our water deionizer kit has been re-configured to offer three times the capacity of our previous deionizer! Each disposable cartridge purifies about 1800 gallons of water and the purity light tells you exactly when to replace the cartridge. The new deionizer kit also has less elaborate mounting brackets that make it easier to install.

Battery Filling Systems' deionizer water kit can inexpensively remove the dissolved impurities from your water before they get into your battery. This helps ensure that you get the maximum performance and life from your batteries.

The new deionizer is less expensive than buying distilled water and the

convenience can't be beat. It can be used in conjunction with our other products. Installing a new cartridge is non-toxic and can be disposed of without difficulty.

We will still offer the 600 gallon capacity replacement cartridge (DWCAR) for the old-style deionizer. For the cost savings of fewer cartridge replacements, consider the new deionizer.



Tie-Straps Discontinued

About a year ago, at the request of a customer, we added tie-straps to each kit to tie the cables down. We sourced out a very heavy duty industrial style strap and began putting them in each kit we sold. We have found that many of our customers do not use the straps and they end up in the garbage. In order to control our costs and eliminate wastefulness, we are no longer providing the tie straps in each kit as a standard option. If you would like to order them as a separate item, the part number is 62050 and our Customer Service Staff will be happy to give you a price.

It's a Dirty Job And Now You Don't Have to Do It (continued)

Then there's battery life expectancy, another area for cost savings that may not spring to mind. As the brochure explains, our clean system prevents the build-up of corrosion, and that means the battery is likely to last much longer.

There's good information on the full line of BFS products and services, all in easy to use format, with color photographs. Let us know how many brochures you need, and we'll get them right out to you.



Quote of the Quarter:

"Be a yardstick of quality. Some people aren't used to an environment where excellence is expected."
- Steve Jobs

A quarter for your thoughts: Got some words you live by? Share your favorites with us and watch for the best in future issues of Battery Filling Systems "Currents" (info@batteryfillingsystems.com or mail to 6645 Holder Road, Clemmons, NC 27012).



scott's thoughts

When the Latest Isn't the Greatest: **Innovation is a wonderful thing – except when it isn't**

By Scott Elliott, President

We've been paying attention to the competition, as regular readers of Currents know. What we're seeing is companies rushing to market with "innovations" and "improvements" that just haven't been thought through and properly tested.

One company, for example, has come out with a low profile watering system. A good idea, everyone would agree. A more compact system would be less susceptible to damage. But what we've seen solves one problem while creating a much worse problem. That particular "new and improved" system exposes the working parts of the plug to the inside of the battery cells, potentially exposing it to all kinds of malfunctions.

Another newcomer to the watering scene is selling products over the Internet. No problem with that, but there are some things you just can't do online. Where's the support? Where's the service that you must have when you're buying and distributing this type of product? Where's the corporate headquarters for that matter?

We're learning from our competitors' mistakes.

Sure, we'd love to be first with the next new thing. Sometimes we are. But what is more important to us is to wait until a new product, or an improved product, has been properly tested and works perfectly before introducing it. That's why our warranty return rate is less than one percent of one percent.

We're extremely proud of our new Quick Clip plug. It cuts installation time by about 90%. Improvements don't get much better than that. It's a snap, literally. One quick motion and the plug is locked into place. It's also easy on the hands, a nice plus.

We're proud of the new deionizer we've developed. The more robust design allows for three times the water flow of previous designs.

We're working on a low profile plug. It's in development now, and I can promise you that when we release it, it will be a real improvement over the current model, just like our Quick Clip plug and our deionizer. It will also function perfectly.

Faster. Safer. Better. That's what we stand for, and that's the test our new and improved products have to pass.

energy central

Terrific Together:
Donato Turcios & Battery Filling Systems



It's hard to believe that Donato Turcios has been with Battery Filling Systems for five years. Originally from El Salvador, Donato came to Winston-

Don't be surprised if you see Donato on American Idol one of these days. He loves to sing and dance, and he's actually pretty talented.

Salem 12 years ago. He has three brothers and a sister living here as well, and he is the uncle of four nieces and four nephews. He's single, and four years ago became a proud homeowner for the first time. In his five years at Battery Filling Systems we've come to appreciate his upbeat attitude. In fact, don't be surprised if you see Donato on American Idol one of these days. He loves to sing and dance, and he's actually pretty talented. Every company should be so lucky as to have employees like Donato, who is conscientious, hard-working and productive – and also easy going and fun to be around.

So Good to See You!

We love to meet up with you at industry trade shows. They're our best chance to talk with you in person, hear about how your business is going, and listen to your suggestions about how Battery Filling Systems can help your business thrive. And it's always energizing to hear about industry trends and breakthroughs.

We've got three trade show visits on the near horizon. Please stop by our booth so we can get to know you better.

- ▶▶ **January 8-11, 2007** ProMat 2007, McCormick Place South, Chicago, IL BOOTH 641
- ▶▶ **January 25-28, 2007** PGA Merchandise Show & Convention, Orange County Convention Center, Orlando, FL BOOTH 3729
- ▶▶ **February 22-24, 2007** Golf Industry Show, Anaheim Convention Center, Anaheim, CA BOOTH 7804



Battery Filling SYSTEMS

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First Class Mail
Postage & Fees
Paid
Lewisville, NC
Permit 25

The leader in battery filling technology.

Three for the Show – Upcoming industry conventions

Scott's Thoughts on Innovation

Let Your Customers Know the Benefits – BFS Brochure Spells Them Out

Quote of the Quarter

single points

Please make a note - our new address is:

6645 Holder Road, Clemmons, NC 27012 /
phone 336-714-0448 / fax 336-714-0449

Our billing address and toll-free number have not changed and will remain:

PO Box 696, Lewisville, NC 27023 and 1-877-522-5431

- A note to our customers - Our holiday hours are as follows:
Christmas: Our office will be closed on Monday, December 25th,
Tuesday, December 26th (closing at noon on Friday, December 29th)
and will be closed on Monday, January 2nd

Battery Filling Systems Currents



Welcome George Miller

We're pleased to announce that George Miller has joined Battery Filling Systems as Director of Industrial Sales. George previously was with GNB Industrial Power, where he worked in both the network power and motive power divisions over a period of 14 years. His most recent position was National Account Manager. A native of Chicago, he earned his B.A. in Finance from the University of Iowa. He remains an avid Hawkeye fan. George and his wife Kelly have three children – Brendan, 11, Bailey, 10, and Brady, 7. George enjoys coaching and watching his kids play sports.

Have it your way

Would you prefer to get **Currents** by e-mail?

Please let us know. Contact Julie Elliott at
Julie@batteryfillingsystems.com.

