

# **P** **nther** BATTERIEN

*Company presentation 2019*



**1986** founded  
CEO: Andreas Lohmann

**1.000.000** Batteries Per Year

Panther-Batterien GmbH sells more than **1 000 000** batteries per year and belongs to one of the **3** largest battery wholesalers in Germany.



# Company presentation 2019



## 9.000 m<sup>2</sup>

Warehouse area

## 30.000 m<sup>2</sup>

Company plot of land



***Permanently  
300.000 – 400.000  
batteries in stock***



# ***Panther warehouse***



# ***Panther warehouse***



# ***Panther warehouse***



# Panther battery range

We sell starter batteries for cars, trucks, tractors, motorcycles, camper vans and boats. We have traction and lighting batteries, GEL- and AGM-batteries.

We can offer the most popular types & original EXIDE GEL batteries. We can supply on demand more than 200 different types of GEL batteries.

As well as our reliable high quality Panther range of start-, traction- and motorcycle batteries we can also offer the entire range of Varta batteries.





# Panther battery range

- Starter batteries
- GEL batteries
- Traction and lighting batteries
- AGM batteries
- Motorcycle batteries (acid, AGM and GEL)
- Solar batteries
- VARTA starter- and motorcycle batteries
- OPTIMA batteries
- EXIDE (Sonnenschein) batteries
- Trojan batteries
- ODYSSEY batteries
- Battery accessories  
(chargers, battery tester, booster, adapter etc.)



## Our TOP-SELLER

### PANTHER +30%

- Up to 30% increased cold starting power
- Maintenance free
- Newest calcium/calcium technology
- Power Control (magic eye)
- Increased starting power over the lifetime
- Reliable and durable
- Available for 14.8 volts charging current
- Ready for installation and to start
- Built-in handle



## Our TOP-SELLER

**ASIA +30%**



- Up to 30% increased cold starting power
- Sealed maintenance-free
- Newest silver/calcium technology
- Power Control (magic eye)
- Increased starting power over the lifetime
- Reliable and durable
- Available for 14.8 volts charging current
- Installation and ‚start ready‘
- Built-in handle

## Our TOP-SELLER

### SHD SILVER PLUS

- Better protection against deep discharge
- Extremely safe because of labyrinth lid technology
- 30% more charge cycles than most of other conventional batteries
- Built in flame resistance
- Minimal self discharge because of calcium-silver technology grid alloy
- Extreme vibration resistance (V3)
- Latest Original Equipment (OE) technology for high performance commercial vehicles



# Sales Structure



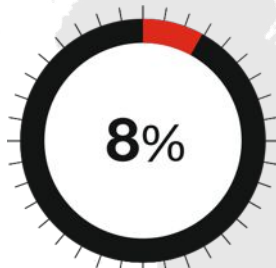
**Spare parts & accessories**  
Wholesale and retail



**Agricultural machinery**  
Wholesale and retail



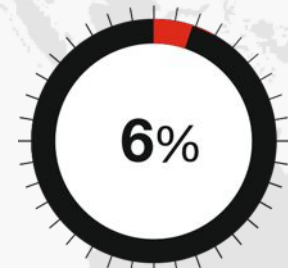
**Do it yourself**  
markets



**Export**  
EU countries



**Original equipment**  
Germany



**Other**  
All around the world

## ***Structure of customers and countries***



***1500***  
***Germany***



***250***  
***EU***

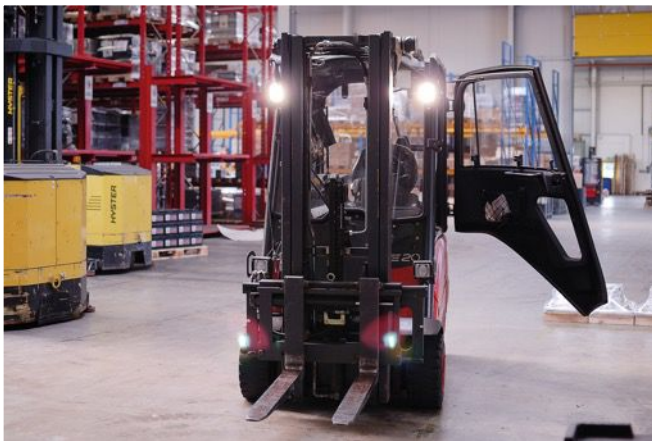


***120***  
***Outside EU***

***Individual and personal  
service to customers  
through our own sales  
manager and sales  
representatives***

## **Advantage Panther** **/ Warehouse and Logistics**

- Delivery of up to **15.000** batteries on more than **200** pallets on a daily basis
- Delivery time < **3** working days



## **Advantage Panther** **/ Warehouse and Logistics**

- Flexible and motivated staff  
(permanent and temporary staff)
- Modern warehouse- and  
IT-systems





## **Advantage Panther** **/ Warehouse and Logistics**

- Own trucks for  
**“just-in-time”** delivery



# Advantage Panther

## Shipping and transportation / *Types of packaging*

- 1/4 Pallet
- 1/2 Pallet
- Europallet
- Parcels / Cartons



# Advantage Panther

## Shipping and transportation / *Types of packaging*

1/4 Pallet



1/2 Pallet



Europallet



Parcel / Cartons



# Advantage Panther

## Shipping and transportation / *Logistic partners*



# Advantage Panther

## Design development and private labels

- Panther own advertising:
- We create our own flyers, private labels, billboards, promotional material & posters
- Fast label printing with our own printers
- Also available for low value orders



## Advantage Panther

### Private label designs / Examples



## ***Advantage Panther***

### ***Charging management***

- Modern charging management with different current depending on types and size of battery
- Charging **>250** batteries at the same time is possible
- Regular check of state of charge by LOW RUNNER-Types



# Advantage Panther

## Filling and labelling

- Automatic filling station for dry batteries (e.g. motorcycle batteries)
- Labelling of front and top labels
- Attachment of terminal cover, available for smaller orders in **"BEST QUALITY!"**



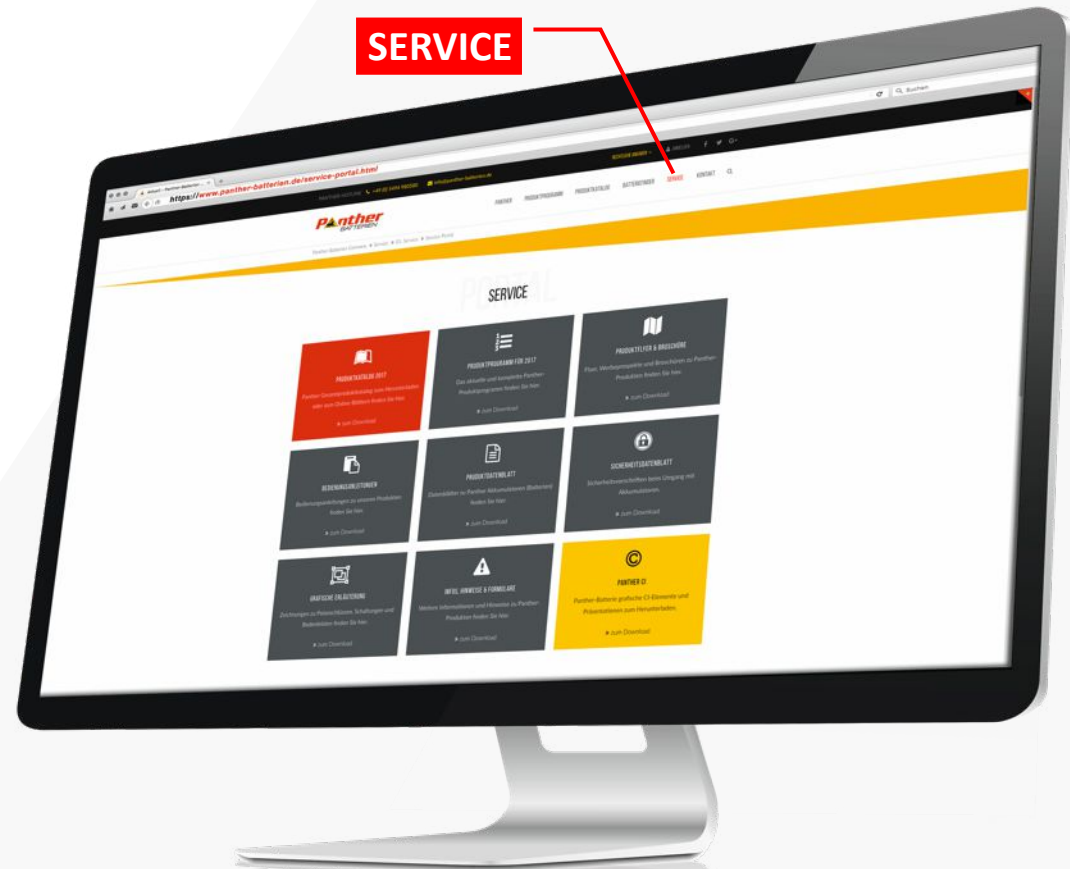


***You can find more information on our website:***

***[www.panther-batterien.de/service-portal.html](https://www.panther-batterien.de/service-portal.html)***

## **SERVICE PORTAL**

- Product catalog
- Flyer
- Battery data sheets
- Safety data sheets
- Info sheets and notes
- Forms
- Presentations



# You can find more information on our website:

<https://www.panther-batterien.de/anmelden.html>

## Access for customers

**ANMELDEN**

Benutzername

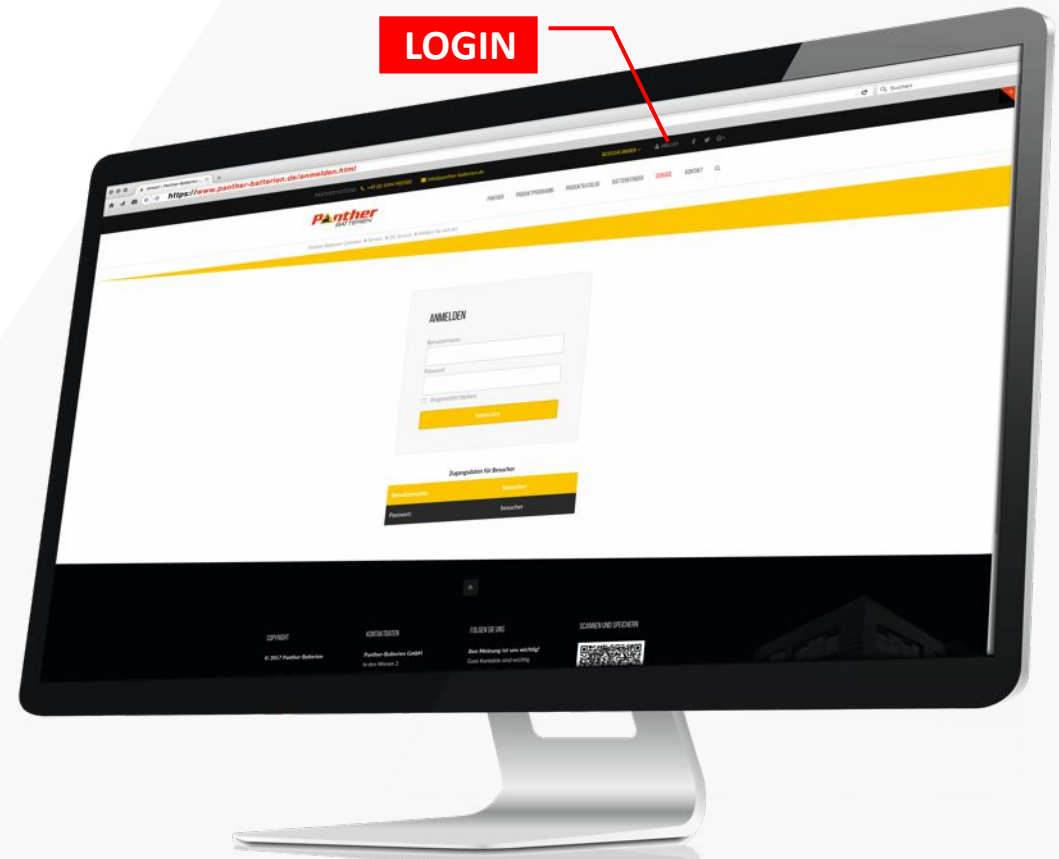
Passwort

Angemeldet bleiben

**ANMELDEN**

Zugangsdaten für Besucher

Benutzername:	besucher
Passwort:	besucher





***Thank you for your attention!***