



EASYSTART BATTERIES ARE CELEBRATING...

Easystart Batteries in Corby, Northamptonshire is celebrating this year for many reasons. It is their 20-year anniversary, there has been a merge of two companies, a successful move into a new head office and the addition of two distribution centres.

The company was formed in 1996 by the owner Trevor Horner. He explains: "I decided to start Easystart Ltd because I didn't like the way my previous employer was taking the business, it was all wrong and not customer focussed". Trevor set out with his new business ethos and began supplying small local businesses in his van. Twenty years later, Easystart is now one of the leading battery wholesalers in the UK and continues to supply local business. "We're still a family run business and it hasn't been plain sailing but I can put our success down to the hard work of the staff and determination at the beginning, failure was not an option," says Trevor. Customer loyalty is also a key aspect to the success of the company as nearly all of the first customers are still with the company and have grown through the years as Easystart has.

In addition to Corby's head office there are also two further distribution centres. Easystart Manchester opened in 2010, followed by Easystart Ireland in September 2015. This means that a large band of the United Kingdom is covered by Easystart's own vans, typically offering twice a week, free delivery. "Easystart has grown from one employee to a team of twenty-four. Trevor states, "We have welcomed a new Sales Manager in Manchester as well as a new company in Belfast, so it is a very exciting time for us as a company".

Trevor has also merged two battery companies in the past year. Haze Batteries UK Ltd was a supplier of electrical vehicle, telecom and standby batteries. The merge of the two companies means that customers have access to a wider range of products and enhanced customer service as the companies operate as one, so there is an increase in technical knowledge.

Recent company growth has resulted in a recent move into brand new offices and warehouse in Corby. There are now three warehouses stocking Monbat, Haze, Unibat, Euroglobe and Easystart own label products. They supply all battery markets from golf to car to telecom batteries.

Monbat and Unibat brands

The company has grown year-on-year and embraced new staff, new manufacturing brands and moved forward with battery technology. The biggest success story is the Monbat product, its one of the fastest growing European based manufacturers, which has operated in the international market for over 50 years. It produces a full range of AGM (Absorbent Glass Mat), EFB (Enhanced Flooded Battery) and calcium/calcium starter batteries. The AGM battery is essential for Stop-Start vehicles. Monbat's AGM batteries have a greater amount of plates which are made of purer lead.

This reduces the risk of corrosion and holds the acid in suspension. All of these factors lead to an increase of 30-40% cold cranking power and extra-long service life. It is the reliability and high performance of Monbat which generates the demand for the manufacturing brand. They now produce over half a million AGM Batteries. This reliability runs through all the Monbat

ranges which is why its original equipment list is extensive and reputable.

The brand is not limited to just car and leisure applications – since introducing the Monbat commercial range to Easystart's portfolio, their bus and coach sales have increased by 165%.

Unibat also produce lithium X-Racer batteries. The lithium provides a much lighter battery, improved charging time and offers a longer life span. There are 15 lithium part numbers which can easily be used to replace standard motorcycle batteries. Just ask Easystart for the equivalent part number.

Easystart are also UK distributors for Unibat motorcycle batteries – an Italian manufacturer who sponsor Ducati Moto GP. The combination of reputable battery brands and quality manufacturing processes result in incredibly reliable products.

Trevor and his team have created a company which matches his first ethos and focus on customer service and providing a full range of consistent and dependable batteries.

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