

**INNOVATION AWARD:
AFTER THE SUCCESS AT THE BATTERY SHOW,
NEW RECOGNITION FOR FLASH BATTERY.**

Flash Battery awarded prestigious “Premio Imprese per l’Innovazione” innovation award on 3 December, just one day after Battery Show Europe came to a close

Sant’Ilario d’Enza (RE), 14 December 2021 - A concentrate of energy and innovation: that was booth 460 at Battery Show Europe’s Hall 4 in Stuttgart Messe (Germany), where Flash Battery was armed with several examples of its custom-made third-generation lithium batteries for the sectors “most ready” for the switch to electrification.

It was a packed three days (from 30 November to 2 December) of networking with European OEMs and industrial machinery and vehicle manufacturers interested in making the decisive move to greener products through electrification.

“The whole market context is changing”, explained Flash Battery’s CEO Marco Righi, “we are present in Europe both directly and through partnerships with highly expert powertrain system integrators, including Atech GmbH in Germany, Efa France in France, and Q-Tronic in Benelux; for these three markets, which alone account for 80% of the European electrification market in the industrial machinery and electric vehicle segment, agricultural electrification is the hottest near-future trend”.

On 3 December, just one day after the European trade show closed, Flash Battery was awarded the prestigious “Premio Imprese per l’Innovazione” innovation award.

Flash Battery was not new to the award promoted by the Italian employer’s federation Confindustria, the Associazione Premio Qualità Italia (APQI – Italian Quality Award Association) and the Giuseppina Mai Foundation. The company, in fact, was shortlisted for two consecutive years, recognised as an Italian company that has demonstrated the ability to strengthen its competitive capabilities by leveraging the innovation achieved not only on the product and process, but also on its overall organisation and company culture.

During the awards ceremony, Confindustria Research and Development Vice-President, Francesco De Santis, pointed out that: “Confindustria has always recognised and promoted Research and Innovation as high-priority areas and this commitment is now paying off. Italy, in fact, has an abundance of companies that are playing a leading role in the international arena, creating employment and well-being”.

De Santis then added that “in the last few years, Italian companies have boosted their ability to translate their R&D efforts into innovative products, processes and services, creating added value for the companies themselves and the country”.

“We’re proud and grateful for this recognition”, said Flash Battery CEO Marco Righi, “because it highlights the quality and intensity of our work during the long pandemic season; we invested and gave priority to research and innovation and transformed them into new advantages for our customers, into production methods that are both responsible and attentive to people’s quality of work life, and more generally, into benefits for the environment”.



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The Confindustria Award is the first in Europe adopting the parameters of the European Foundation for Quality Management (EFQM) and participates – in the category Industry and Services – in the national innovation award “Premio dei Premi”, a recognition established on behalf of the Italian Presidency of the Council of Ministers by the President of the Italian Republic that Flash Battery already received last year and the awards ceremony of which will be held in 2022.

Flash Battery produces lithium batteries for industrial machinery and electric vehicles.

Since 2012, the year in which Flash Battery was founded, the company has designed and produced more than 15,000 lithium batteries, created more than 500 different custom models and installed over 200 MWh in various industrial machinery and electric vehicle applications.

Flash Battery batteries, which are in use in 54 different countries around the world, are automatically monitored on a daily basis by our proprietary Flash Data Center remote control system.

Flash Battery was born out of the passion for electronics and technology of two young men, Marco Righi (CEO) and Alan Pastorelli (CTO), who had expertise in lithium batteries and automotive systems.

Our mission is to supply lithium batteries to builders of industrial machinery and electric vehicles who have moderate production volumes and a strong need for customisation.

Today Flash Battery is the best-selling lithium battery in Italy, featuring the fastest charging times around and zero maintenance.

Learn more at www.flashbattery.tech



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