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FLASH BATTERY AND ETP JOIN FORCES TO ACCELERATE THE ELECTRIFICATION OF INDUSTRIAL MACHINES IN THE NORDIC REGION

The new partnership between the Italian manufacturer of custom lithium batteries and the Swedish system integrator expands a European network of expertise supporting OEMs with an integrated ecosystem of batteries, power electronics and software.

Sant'Ilario d'Enza (Italy), July 20, 2026 – Flash Battery, the Italian company specialized in the design and manufacture of custom lithium batteries for industrial machinery and electric vehicles, has announced a new strategic partnership with **ETP AB**, a Swedish system integrator specializing in the development of electrified systems for industrial applications.

The agreement aims to support OEMs across the Nordic countries in their electrification journey by providing an integrated approach in which lithium batteries, power electronics and software are engineered as a single system. This enables manufacturers to reduce integration complexity while accelerating the development of next-generation electric machines.

The partnership represents another milestone in Flash Battery's international growth strategy. Over recent years, the company has built a European network of highly specialized system integration partners. Following collaborations with **Atech GmbH** in Germany, **Q-Tronic BV** in the Netherlands and **Paul Forrer AG** in Switzerland, the agreement with **ETP** further strengthens Flash Battery's presence in the Nordic region, reinforcing a model based on local expertise and dedicated technical support for OEMs.

"Northern Europe is one of the world's most advanced markets for industrial electrification, driven by a strong commitment to sustainability, technological innovation and energy efficiency," says **Marco Righi**, CEO and Co-founder of Flash Battery. "Today, OEMs are looking for partners capable of supporting the entire machine development process, from application analysis to final system validation. Our collaboration with ETP was established precisely to combine complementary expertise and provide an integrated technology ecosystem that simplifies the development of electrified applications."



Founded in 1978 and part of the **Volito Industry** Group, ETP develops electric drivetrains, power electronics, hydraulics and mechatronic solutions, supporting OEMs throughout the design, integration and validation phases of electrified industrial applications.

By combining the expertise of both companies, OEMs will benefit from a single partner capable of integrating custom lithium batteries, control systems, power electronics and software into one cohesive technology architecture, reducing engineering complexity and shortening development cycles.

"At Flash Battery we have found a partner distinguished by its outstanding expertise in the development and production of customized battery systems," says **Christer Sigurd**, CEO of ETP AB. "We also appreciate the fact that Flash Battery is a European company that develops its own proprietary technology in-house, ensuring high quality standards, exceptional engineering flexibility and strong long-term innovation capabilities."

The partnership will enable the development of complete electrification solutions for a wide range of industrial sectors, including construction, material handling, agriculture, special vehicles, airport ground support equipment (GSE), marine and other heavy-duty applications, offering OEMs an integrated value proposition that combines system integration expertise with custom battery engineering.

"This partnership represents another important step in our international growth strategy," concludes Righi. "Our goal is to support OEMs through a consultative approach that accompanies them throughout the entire product development process, from engineering and prototyping to serial production and after-sales services, integrating remote monitoring, technical support and training. In an increasingly electrified market, the ability to provide a complete technology ecosystem is becoming a decisive competitive advantage."

Flash Battery srl

Flash Battery is a leading developer and manufacturer of custom lithium battery systems for industrial machinery and electric vehicles. Since 2012, the company has been designing high-performance energy storage solutions for OEMs with medium production volumes and demanding application requirements.

The entire production process is managed in-house at the company's headquarters in Reggio Emilia, Italy, from its proprietary patented Battery Management System (BMS) to battery assembly and quality control.



To date, Flash Battery has manufactured more than **30,000 lithium battery packs**, developed over **800 custom battery models**, and installed more than **550 MWh** of energy storage systems across **54 countries** worldwide. Every Flash Battery system is monitored daily through the company's proprietary cloud platform, **Flash Data Center**, which leverages Artificial Intelligence and Machine Learning to analyse operational data from every connected battery installed worldwide.

The Flash Data Center automatically monitors battery performance 24/7, enabling predictive maintenance, early fault detection and Over-The-Air (OTA) software updates to maximize uptime and operational efficiency. Flash Battery positions itself as a trusted technology partner for industrial electrification, delivering flexible, reliable and fully integrated energy solutions.