

THE EMILIAN COMPANY FLASH BATTERY OPENS A SUBSIDIARY IN THE USA

Inauguration of Flash Battery Inc., the US subsidiary – in Texas – of the company that ranks among Europe's leaders in lithium-ion battery production

New overseas subsidiary for the Italian company Flash Battery, based in Reggio Emilia.

Situated in Sant'Ilario, the company that ranks among the top European manufacturers of lithium batteries has in fact opened offices and a warehouse in Houston, Texas, in order to strengthen its presence in a US market that today is worth 35% of turnover for Flash Battery when considering direct and indirect sales, i.e. i.e. batteries installed in machines and industrial vehicles produced in Europe and exported to America.

The new subsidiary is called Flash Battery Inc. (which was officially established in 2023 in advance of the company's actual arrival in the US), with a Board of Directors chaired by Marco Righi, CEO of Flash Battery, and members Filippo Di Gregorio, Chief Operating Officer (COO), and Andrea Pongolini, Executive Vice President of Sales (EVP) of E80 Group in the US.

"The choice of Houston as headquarters", noted Marco Righi, co-founder of Flash Battery, which in 2023 achieved a turnover of 34 million euros, "is strategic with respect to our plans for development, and above all for after-sales service to support the American, Mexican and Canadian markets, which represent a fast-growing market for us".

"All research and production", continued Righi, "will remain in our headquarters in Sant'Ilario d'Enza, where more than 120 people are engaged in development. The Houston office will instead focus on strengthening relations with overseas customers, gathering useful information for the innovations demanded by those markets and providing remote assistance and any on-site visits free of delays due to differences in time zones".

Flash Battery Inc – which also has its own warehouse – today relies on the work of skilled technicians who travel throughout the NAFTA market (North American Free Trade Agreement - the trade agreement between Canada, the USA and Mexico).



“With the opening of the Texas office”, continued Righi, “among other things we will be able to support E80 Group, the multinational leader in intralogistics solutions based in Reggio Emilia, which is enjoying extraordinary success in the US and isn’t just our main customer, but a true development partner”.

“Looking ahead”, concluded Flash Battery's CEO, “we see a number of opportunities for growth in the US in the construction and logistics automation sectors, and we’re also looking with great interest at the airport market, and in particular all the vehicles that move goods and people at airports”.

About us

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 22,000 lithium batteries, created more than 670 different custom models and installed over 400MWh 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.

To learn more, visit: www.flashbattery.tech