

## FLASH BATTERY

# Lithium as a tool for change

That industrial lifting equipment has been highly involved in the green transition offered by electrification for many years is a fact. From the earth moving machines used in construction sites or in agriculture to the AGVs and LGVs employed in automated logistics, all the way to the aerial work platforms and electric cranes operating in the field of urban systems and maintenance, there are countless applications that have taken on the energy transition challenge and are doing so at a fast pace, relying on the high efficiency and low environmental impact offered by the latest lithium battery technologies.

## Key words for the transition

According to Marco Righi, CEO and Founder of Flash Battery, "There are three key words for this transition: pursuit of greater sustainability, flexibility of use and return on investment. We've been working



to electrify lifting equipment since our founding in 2012, and we've seen that over time the choice of lithium has become increasingly popular for its efficiency, autonomy and ease of use, not to mention its zero maintenance. In 2023 alone we recorded almost double the growth in the aerial platform segment, which was also accompanied by clear growth in agriculture and construction." A clear sign that more and more manufacturers are relying on the expert hands of those who for over 12 years have been offering the machinery and industrial vehicle market tailor-made lithium battery solutions, providing concrete, effective electrification for the specific needs of each vehicle.

"In just a few years," Righi continued, "lithium technology has made a major qualitative leap and the conversion is now unstoppable. Flash Battery closed 2023 with a turnover of 34 million, a 54% increase over 2022, accompanied by the significant growth of our organisation, up 36,7%, with 115 employees currently working at our HQ in Sant'Ilario d'Enza. A development that has required new strategic decisions, for example the 2,200 m<sup>2</sup> expansion of our production facility, supported by a proprietary technology that is constantly evolving, with the energy density of our battery packs continuing to increase in order

to meet the needs of the most diverse applications. In 2023 this translated into a 54% increase in lithium batteries produced, accompanied by a +53% increase in MWh supplied and over 650 customised models produced from 2012 to date."

## Growing up

From lifting and construction to the airport, logistics, agricultural and nautical sectors: Flash Battery is growing and doing so in a big way, producing lithium batteries for more and more industries both domestically and internationally, the company being actively engaged in 54 countries worldwide. Indeed, among its many achievements over the past year the 46% growth in foreign markets stands out, made possible also thanks to the consolidation of strategic partnerships with experienced powertrain system integrators active in the main European markets open to electrification, such as Germany, France, Benelux, Spain and the Czech Republic. As for the outlook, "the evolution of the electrification market is unstoppable", Righi concluded, "and our commitment continues to be focused on research, to boost our technologies and develop increasingly high-performance prototypes that can support the electrification of sectors that are becoming more and more energy-intensive". ■