

Flash Battery opens U.S subsidiary



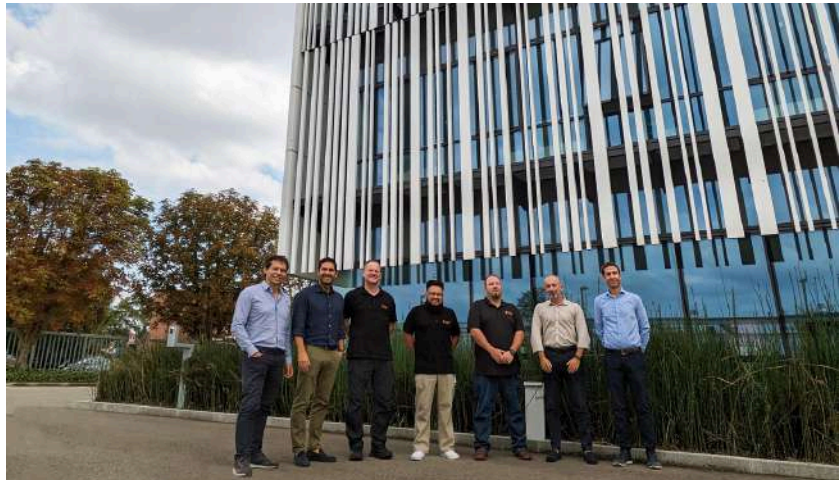
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Flash Battery, a producer of lithium batteries for industrial machinery and electric vehicles based in Reggio Emilia, Italy, has announced the inauguration of Flash Battery Inc., its new U.S. subsidiary. The company has opened offices and a warehouse in Houston, Texas.

Flash Battery Inc. was officially established in 2023 in advance of the company's arrival in the U.S. With the opening of the Texas location, the company hopes to strengthen its market presence in the region, which currently represents 35% of turnover when taking into account direct and indirect sales (i.e., batteries installed in machines and industrial vehicles and exported to America).



Italy-based Flash Battery has opened offices and a warehouse in Houston, Texas. (Photo: Flash Battery)

“The choice of Houston as headquarters is strategic with respect to our plans for development, and above all for aftersales service to support the American, Mexican and Canadian markets, which represent a fast-growing market for us,” said Marco Righi, CEO and co-founder of Flash Battery.

“With the opening of the Texas office, among other things,” he continued, “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 U.S. and isn't just our main customer, but a true development partner.”

All research and production for the company will remain at its headquarters in Sant'Ilario d'Enza, with the Houston office focusing 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,” Righi said.

The Texas-based subsidiary will also enable the company to capitalize on new opportunities in the U.S. market.

“Looking ahead, we see a number of opportunities for growth in the U.S. 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,” Righi stated.

The Board of Directors for the new subsidiary will be chaired by Righi, with members including include Filippo Di Gregorio, chief operating officer (COO), and Andrea Pongolini, executive vice president of Sales (EVP) of E80 Group in the U.S.

