

**THE COMPLETE BATTERY LINE**



**WHEN QUALITY AND PERFORMANCE COUNT**









# The **Deka**<sup>®</sup> Difference

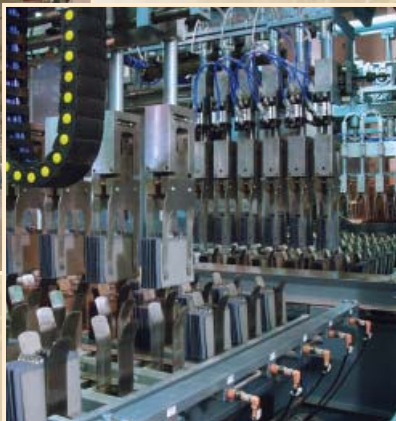
Computer-aided manufacturing, using the industry's most modern computer-integrated equipment, has made East Penn the leader in advanced battery manufacturing technology. State-of-the-art computerization is implemented in every phase of battery production.



*Warehouse*

Using the most advanced technical center in the industry, East Penn's engineering team keeps us at the forefront of battery research and development.

We are constantly utilizing the latest technology and equipment to create innovative new products.



*Computer-Integrated and robotic manufacturing systems*



*Large truck fleet connects our extensive distribution network*

East Penn's large, modern truck, trailer and van fleet is on the road continually, keeping distributor and retailer stocks available when and where merchandise is needed. Our fully equipped maintenance garage keeps the fleet rolling around the clock.

East Penn has an extensive North American distribution network including strategically located distribution centers and 90 warehouses. East Penn's distribution centers in Eastern PA house millions of SLI and industrial batteries. Other centers are located throughout the US and Canada to best service our wide customer base. A highly sophisticated "real time" inventory/order processing computer provides accurate order tracking and fast customer service.

## ENVIRONMENTAL PROTECTION PROGRAM



East Penn is so committed to implementing the highest environmental standards, that the company has labeled this sixty-year plus tradition as our "Environmental Protection Program." Through state-of-the-art recycling facilities and a companywide dedication to environmental health and safety, the company has made safe recycling and environmental stewardship an everyday practice.

Our lead smelter and refinery is a model for the industry recycling virtually 100% of every used lead-acid battery component brought to our facility. East Penn built the battery industry's first acid reclamation plant, avoiding potentially hazardous acid disposal.



*Furnace and Smelter*



*Wastewater treatment*

The company also treats and reuses wastewater from our manufacturing plants in our modern Wastewater Distillation and Treatment Plant reducing the use of precious groundwater by over 100,000 gallons per day. Companywide initiatives spread throughout our facilities such as collections to recycle paper, cardboard, plastic, used aluminum cans, and glass bottles.

East Penn was one of the first in the nation to install a scrubber unit, which eliminates sulfur dioxide emissions. The company continually monitors the ambient emissions around our plant site, which continues to decline even with a steady increase in production.

The company's modern facilities as well as long-standing "green" culture has made East Penn the most environmentally conscious and proactive battery manufacturer, and recycler in the world.



# INTERNATIONAL (EN)

Consists of the most popular EN (European Norm) sizes designed to match cover designs, dimensional configurations, hold-down requirements, and critical venting systems of original equipment.



# ORDNANCE

Specifically designed to meet military specifications such as power and reliability requirements.

# MARINE

Starting, deep cycle, and dual purpose batteries provide the right type of power for virtually any marine need.



# LAWN & GARDEN

Durable batteries fit a variety of small engine applications and last longer in demanding outdoor use.



# MOTIVE POWER

A complete selection of high quality motive power batteries with long cycle life and the industry's best service.



MaintenanceSaver®

Gel-Mate®

FastCharge

Dominator®

HydraSaver®

PowrMate®

EZ-Link®

MaxPowr®

D-Series™

# STATIONARY

Deka Unigy® batteries provide highly advanced battery power to meet the demands of critical backup systems.



AVR95 Interlock®



12AVR170ET

45HR2000

31HR4000

12AVR100

12AVR75

12AVR145ET

8G27 Solar

# ACCESSORIES

High quality wire, cable, and battery accessory products complement any battery line.



Booster Cable

Battery Hydrometer

BATTERY TERMINAL Post and Clamp Cleaner

Terminal Protectors

Battery Cable

Side Terminal Adapters

Universal Terminal

Primary Wire



# COMMERCIAL

Rugged, heavy-duty power for power demanding applications.  
One of the broadest selections in the industry.



# SCRUBBER / SWEEPER

Long-life performance with a complete line of 6- and 12-volt sizes.





## GEL / AGM

The premium choice for power, nonspillable performance, and longer cycle life service.



## GOLF CAR / EV

Superior performance with deep cycle power designed to meet the needs of the golf car/electric vehicle market.



## ETX / POWER SPORTS

Premium quality, ready-to-install AGM technology ideal for all power sports vehicles.







CENTRAL SERVICES



AUTOMOTIVE BATTERY PLANT A-3

QUALITY SYSTEM  
CERTIFIED  
**ISO 9001**  
**ISO/TS 16949**  
ENVIRONMENTAL  
SYSTEM CERTIFIED  
**ISO 14001**



SMELTER AND REFINERY



DISTRIBUTION CENTER



SPECIALTY BATTERY PLANT S-1



KELLER TECHNICAL CENTER



CABLE AND WIRE PLANT



INDUSTRIAL BATTERY PLANT



INJECTION MOLDING /  
FLEET MAINTENANCE



CORYDON, IA BATTERY PLANT A-5

## World's Largest and Most Modern Single-Site Battery Manufacturing Facility

Since 1946, East Penn has been producing high quality batteries and battery accessories for the automotive, commercial, marine, industrial, stationary, and specialty markets. A progressive company committed to the future, East Penn operates one of the largest single-site manufacturing facilities in the industry with vertical integration capabilities that encompass every stage of battery production.

The company also operates a manufacturing facility in Corydon, IA to help accommodate the company's widespread growth. To keep up with the increasing demand for high quality products, East Penn is pursuing an aggressive expansion plan. In fact, the new high-tech facilities and computer monitoring and control systems have made the company the industry's most technologically advanced battery manufacturer.

Facilities at our 520-acre single-site manufacturing complex in Lyon Station, PA include four automotive battery plants, an industrial battery plant, a specialty battery plant, a state-of-the-art oxide facility, an acid reclamation plant,

three modern technical centers, an EPA permitted lead smelter and refinery, a pilot plant, two water purification plants, a fully equipped machine shop, two injection molding plants, a fleet repair and maintenance garage, plus dozens of other support facilities. Just miles away, East Penn owns and operates a wire, cable, and battery accessory plant and a large distribution center complex fully stocked with an extensive inventory of our high-quality products.

The quality of East Penn's products is recognized worldwide and has met the global requirements of ISO 9001 and ISO/TS 16949 certification standards. East Penn is also a leader in innovative recycling and has met global environmental requirements of ISO 14001 certification standards.

Staffed with a long-term management team, East Penn is an independent company dedicated to producing high-class products and service supported by East Penn's exclusive advantages to assure complete satisfaction and beyond to our partners and customers worldwide.

**"POWERED FOR PERFORMANCE"®**

**EAST PENN manufacturing co., inc.**

Lyon Station, PA 19536-0147 • Phone: 610-682-6361 • Fax: 610-682-4781

**Order Department Hotline: 610-682-4231**

[www.dekabatteries.com](http://www.dekabatteries.com)

e-mail: [eastpenn@eastpenn-deka.com](mailto:eastpenn@eastpenn-deka.com)

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