

# PULSE TALK



PulseTech's monthly newsletter to provide distributors and resellers with the latest tips, tricks and product information.

## Reduce Battery Budgets by 70%

### Help Customers Gain Control of Their Rising Maintenance Costs!

Those in charge of the maintenance bay feel the added pressure of trying to keep their budget under control.

Preventative maintenance costs rose 3% in 2017 and are expected to increase another 2% this year. Tire prices are rising 5-10% and AAA is forecasting the most expensive gas prices in years.

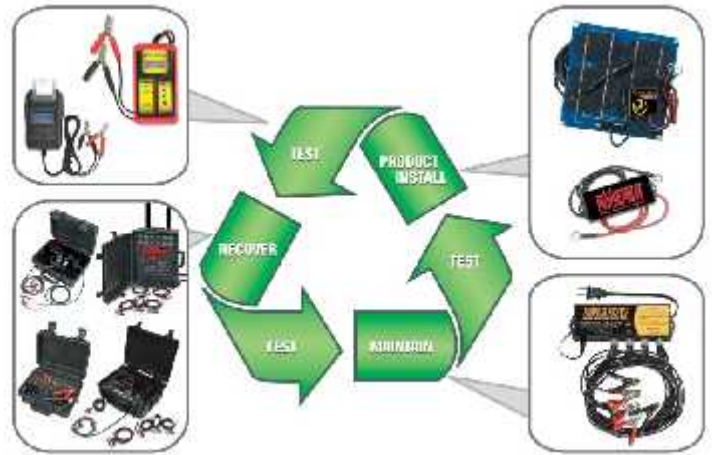
**Gain Control of Your Rising Costs**

**YOUR TIRE COSTS**      **YOUR FUEL COSTS**

**YOUR BATTERY BUDGET**  
**70%**

We can lower your battery costs by 70% allowing more of your budget to go to fuel and tires.

Your fleet customers need to control their maintenance costs. If they think you need to replace their batteries



**Our Battery Management Program reduces battery budgets by 70%**

every 4 years, THINK AGAIN! PulseTech's Battery Management Program (BMP) enables them to ELIMINATE 70% of your customer's annual battery costs while extending battery performance and life. **That's right, they can even eliminate jump starts while reducing battery spending!**

**Quick Tip:** Battery companies want you to believe that a battery will only last about 4 years. That's if you allow sulfate crystals to suffocate the battery plates. Using products with Pulse Technology removes these sulfates and extends battery life up to 12 years.

Contact us with any questions, comments or success stories!



**Success Story:**

Waste Management installed PowerPulse maintenance systems in multiple trucks and measured CCAs at the time of install and a year later. CCAs increased in over 70% of the trucks with PowerPulses installed. Compare this to what happens to CCAs over the same period when a PowerPulse maintenance system wasn't used. 75% of these batteries showed a decline in CCAs.

Have a success story? Send it to [zjohnson@pulsetech.net](mailto:zjohnson@pulsetech.net) and you will **WIN** an Xtreme Charge 12V Battery Charger if we use it in our next PulseTalk newsletter.

## How Much Can Customers Save?

It's easy to calculate how much your customers can save with our Battery Management Program.

Simply estimate how many batteries you dispose of each month. Multiply this number by 0.7 and then by the average cost of one of their batteries. The answer shows how much money they'll save per month by implementing PulseTech's BMP. Multiply this number by 12 and you now have their annual savings.

For example, if they dispose of 10 batteries per month:

10 spent batteries x 0.7 = 7 batteries recovered each month

7 batteries at a cost of \$150 per battery = \$1,050 saved in new battery purchases per month

Annual savings = \$1,050 \* 12 = \$12,600 per year.

**Other benefits to using our BMP:**

- ) Increases battery voltage & capacity
- ) Extends battery life by 3 times
- ) Removes sulfates from the battery plates
- ) Eliminates jumpstarts
- ) Reduces warranty issues
- ) Reduces # of maintenance man hours
- ) Extends alternator and starter life
- ) Reduces hazardous waste

## BMP Kits



**BMP 1**

Your customers can save money when they purchase BMP Kits instead of the products separately.

Each kit includes a recovery charger, battery maintainer and battery tester.

Which kit do they need?

Kit	Batteries Discarded Each Month	Recovery Charger	Battery Maintainer	Battery Tester
BMP-1	100+	SC-12	PRO-12-RP	777P-PT
BMP-2	50-100	SC-6	PRO-12-RP	390PT
BMP-3	20-50	SC-2	PRO-12-RP	390PT

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