Briter Products, Inc

MEDIA RELEASE

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Contact: AVANTI LALWANI
(574) 386-8167 / avanti.lalwani@briterproducts.com

Briter Products Announced Winner of the "World's Greatest Battery!"

South Bend, IN—Briter Products, Inc., the producers of the Ion-Ready™ lithium batteries, announced today that that it has won the "World's Greatest Battery" competition.

Briter Products, Inc., an RV power solutions engineering and installation company, has been providing advanced end-to-end power solutions for the RV and independent living industries. A family-owned business, Briter Products, Inc. was founded with the vision that advancements in lithium and solar technologies could be configured to meet nearly any power goal. Named for the potential of a "briter" future, the company has led the application of disruptive technologies for transportation applications.

"This is an extraordinary honor," said Avanti Lalwani, president of Briter Products. "Not only does it mark the first time that an RV-specific product has won this competition, it also recognizes the importance of the RV Community and its impact and contribution to the RV culture of mobility and travel."

Groundbreaking in its approach, Briter Products was amongst the first to design a battery specifically for RVers. The housing is non-conductive steel to create unmatched fire resistance, there's an embedded digital display to convey the state charge, and parts can be accessed and serviced.

At the last RVIA show in Louisville, Kentucky in 2017, Briter Products' battery, the Ion-Ready, debuted as one of the best new products exhibited and was met with industry-wide excitement.

In 2018, Briter Products launched its installation services and solar offerings. The company's success as a provider of end-to-end power solutions to individual RVers has been credited to the support of early adapters in the aftermarket.

"As more and more people realize the benefits of reliable sustainable power, the pull of boondocking and experiencing that independent life on the road will become even more

powerful, and battery design and performance engineering is the distinguishing factor," noted Lalwani.

She continued, "We designed for reliability, performance, and safety, which are all aspects of the entire electrical system of the RV. With a focus on vertical integration, Briter Products has been able to ensure safe, highly-optimized configurations to meet the specific needs of each individual customer.

An example of the relationship between safety and design was demonstrated by one of Briter Products' early customers. Prior to his initial southern trip in a Class A motorhome, Henry had installed two Ion-Ready lithium batteries in a compartment adjacent to his engine compartment. While on the road, there was a short in the engine compartment, and they noticed a fire.

Like most RVers, Henry was not prepared for an RV fire, and it could have destroyed his rig. But the fire department came and extinguished the fire.

The Ion-Ready batteries were designed to be fire resistant. The non-conductive steel battery housing would not be affected by the fire unless the fire had reached a temperature above 1600°F; the plastic housing of most other batteries starts to melt at 400°F, which many RV fires exceed. After the extinguishment was cleaned off, the batteries were not structurally affected, but they did not charge up. Henry brought them back to Briter Products for servicing.

"Upon opening the batteries, we noticed that the battery management system (BMS) had activated a switch so that the heat current and overcurrent would not affect the rest of the onboard electronics. With the batteries effectively off the circuit, the effects of the fire did not damage the electronics upstream," said an independent testing laboratory.

Briter Products then replaced the board, installed and tested the battery, and analyzed the results. It performed as expected and was reinstalled in Henry's coach. "Seeing the display light up was exciting because it wasn't expected." said Henry.

Without the benefit of non-conductive housing, the batteries would likely have added to the fire; and, without the reparability of the batteries, Henry would have needed to buy new batteries and use more resources unnecessarily. Henry's full testimony can be watched at BriterProducts.com/power.

This feature is just one of the reasons Briter Products was awarded the title of "World's Greatest Battery." They competed against 15 other battery manufacturers and were distinguished by their depth of product, design, and application knowledge.

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