

Deka
Pow-R-Surge
BATTERIES

Eastpenn
CANADA



AUTOMOTIVE DIVISION

EAST PENN CANADA

A subsidiary of East Penn Manufacturing Co., Inc.

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AUTOMOTIVE DIVISION PRODUCTS

East Penn produces a wide variety of conventional flooded, gel and AGM batteries to fit virtually any automotive or small engine application on the market today.

State-of-the-art engineering and computer-controlled manufacturing techniques combined with more than 250 quality control checks ensure exceptional power output and superior cycle life.

- ▶ Passenger Car / Light Truck
- ▶ Commercial Farm and Truck
- ▶ Marine / RV Starting and Deep Cycle
- ▶ Small Engine Power Sports, Lawn and Garden
- ▶ Scrubber/Sweeper
- ▶ Golf Cart / Electric Vehicle
- ▶ Wheelchair and Scooter

SALES & MARKETING SUPPORT

ON-SITE INVENTORY MANAGEMENT

Our network of outside sales representatives work closely with customers during their regularly scheduled visits to develop model stock inventories for maximum inventory turns. Inventory is replenished regularly through our fully stocked route truck during the regular delivery cycle. New products and profit opportunities are reviewed and evaluated based on each customer's individual situation.

SALES & TECHNICAL TRAINING CLINICS

Available on a variety of battery-related topics and customized to each unique situation, our training clinics can be conducted one-on-one or in a group setting. Technical bulletins on a number of battery topics are also available.

EFFECTIVE POINT OF PURCHASE MATERIAL

A variety of battery display racks, posters, brochures and battery care and maintenance handouts are available to help increase your sales and profits.

ON-SITE WARRANTY SUPPORT

Our sales reps educate customer staff on proper testing and charging procedures and the correct handling of warranty returns to ensure better customer service and reduced warranty claims. Most warranty claims can be authorized in the field, eliminating the need for customers to return batteries to East Penn warehouses for inspection and warranty approval.

TOLL-FREE TECHNICAL HOTLINES

Can't find an application in our comprehensive application guide? Have a question about how to install a particular battery type? Toll-free troubleshooting hotlines are available in both official languages.

SCRAP BATTERY PICKUP

East Penn Canada is fully licensed in the transportation and disposal of used lead-acid batteries. Scrap batteries are collected during regular service/delivery calls and recycled at a fully licensed recycling facility in an environmentally safe manner.



COMPANY DELIVERY FLEET

Our company owned fleet of 80+ vehicles, ranging from panel vans to tractor trailers, enables us to ship product quickly and efficiently coast-to-coast. We offer hot shot, scheduled delivery and route truck service based on distance from our 14 warehouses.

14 WAREHOUSE LOCATIONS



Our 14 warehouse locations (Vancouver, Victoria, Kelowna, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Ajax, Mississauga, London, Ottawa, Montreal, Dartmouth) are strategically positioned in major centres across Canada.

We can therefore offer a consistent sales and service support program from coast to coast, a significant benefit to customers with multiple locations.

WEST: 1-800-363-3166 CENTRAL: 1-800-668-9303 EAST: 1-800-361-5935

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