

# Energizer®



**Energizer Automotive  
Partner Program**  
Energize Your Business

## Energizer Automotive Range

### Energizer AGM

- Advanced Absorbent Glass Matt (AGM) technology for even acid distribution, prevention stratification
- Top-class performance, extremely high cyclic stability and high vibration resistance
- The perfect solution for start-stop vehicles equipped with regenerative braking
- Longer lasting performance compared to conventional batteries
- Suited for urban traffic with start-stop functionality to discharge and charge repeatedly
- Non-spillable and versatile for mounting



### Energizer EFB

- Enhanced Flooded Battery (EFB) with superior reliability and performance compared to standard flooded batteries
- Suitable for conventional start-stop vehicles with basic high electrical demands
- The perfect solution for start-stop vehicles without regenerative braking
- Maintenance-free, no refill needed



### Energizer Calcium + Calcium

- Start, Light, Ignite (SLI) standard flooded lead acid batteries for long-lasting reliability
- The perfect solution for conventional vehicles
- Maintenance-free, no refill needed



## Why Be An Energizer Automotive Partner

Our partner program is designed with flexibility in mind, because every business, location and market is different from the next. Its purpose is to generate awareness that your business is here and ready to provide the best possible service, products and support. When you are an Energizer Partner your business matters to our business and every other partner.

By partnering with one of the world's most recognisable and trusted battery brands your business will get the support it needs to push it too the next level. The Energizer brand also offers a level of confidence to your customer base that will have them returning time-and-time again because they know they have one of the worlds best products in their vehicle.

With a range of benefits available, simply talk to one of our experienced representatives to discuss what will benefit you business and how we can help you be a leader in your market.

**Become An Energizer Partner Today - 1300 001 772 | [sales@spb.net.au](mailto:sales@spb.net.au)**

## Partner Program Levels



### Workshop 10K - 25K (per annum)

5 x Essential Items  
2 x Premium Items  
1 x Starter Pack  
LAM Access



### Reseller 25K - 50K

7 x Essential Items  
3 x Premium Items  
3 x Starter Pack  
LAM Access  
Network Support



### Dealer 50K +

9 x Essential Items  
5 x Premium Items  
5 x Starter Pack  
LAM Access  
Network Support

## Partner Program Benefits

### Essential

Polo Shirt  
600 x 900 Sign  
680 x 400 Sign  
Stubby Coolers  
Water Bottles  
Beanie  
Trucker Hat  
Pens (5)  
Bottle Opener (5)  
Air Freshener (5)

### Premium

Jacket  
Vest  
Hoody  
Stand  
Fender Protector  
A Frame Display  
Promotional Flag  
Bar Runner  
SPB Battery Tester  
Umbrella

### Network Support

Workshop Leads  
Priority Deliveries  
Territory Opportunities  
Global Visibility  
Warranty Partner  
Training Events  
Use of Energizer Logo  
Exclusive Promotions

### Local Area Marketing (On Application)

Building Signage  
Vehicle Wrap  
Social Media Support

Radio Advertising  
Print Advertising  
Marketing Collateral

Event Sponsorship  
SEO Support  
Digital Marketing Assets

### Starter Pack

POS Flyers

Fitment Guide

Social Media Tiles

Energizer Stationary

## Terms and Conditions

Energizer Automotive batteries or another SPB brand must be the predominant brand in the partner's business. Signage and POS collateral must be displayed in a prominent position. Stock cannot be on consignment and a minimum order, dictated by SPB, must be initially ordered. Maintain premises in a clean and tidy manner. Batteries must not fall below 12.4V and should be regularly maintained. Permission for use of Energizer brand, logos and images to be sort before being displayed and must meet brand guidelines established by Energizer. If the partner terminates the agreement, any Energizer branding must cease to be displayed, physical or digital. Sales quotas established by SPB should be met by the participating business. Stockists that sign on non SPB customers must contribute to 50% of program cost. Marketing items and battery stock are not guranteed and may need to be ordered and are subject to change. Local Area Marketing budgets are allocated on a case-by-case basis on application.



Sealed Performance Batteries

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Queensland, 4207  
Australia

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2/28 Prime Drive, Seven Hills  
New South Wales, 2147  
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