



Be in charge - Super B

Super B develops and manufactures high-quality lithium batteries for a wide range of industries and applications, ranging from small starter batteries for motorsports to recreational power solutions, marine, UPS and industrial markets.

Words Jörg Nullmeyer



The cost pressure is forcing many manufacturers to purchase electrical and electronic equipment and components from Asia's low-wage countries in order to maximize the margin for their own product. The Dutch company Super B impressively proves that things can be done differently. High quality is the motto here, resulting in lower total cost of ownership. The roots of the company lie in motorsports. Only performance counts there! Resilience, reliability and low weight decide on win or defeat. So it's not surprising that Super B is the original equipment manufacturer of luxury car brands like Lotus, Aston Martin and Ferrari, because only the best products are used. This success has also affected the European Caravanning industry, where Super B is in demand as an original equipment manufacturer, especially - but not only - for high-quality brands.

Made in EU

At Super B, development and production take place in Hengelo, the Netherlands. This affects both hardware and software. In the development phase all departments like production or quality management can easily be coordinated. As a result, even the smallest errors are detected and eliminated in a short time. In addition, European regulations and requirements for environmental protection, product safety and sustainability are particularly high compared to Asia. This ensures that vehicle manufacturers receive only the highest quality. No battery leaves the production untested. Only when she has passed a product test lasting several hours does she receive the necessary test seals and can be sent.

More power - less weight

Space and weight play a major role in the caravan and motorhome. Since a Super B

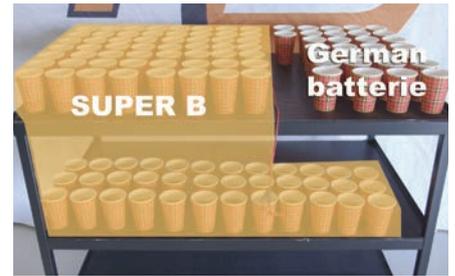
LiFePO4 battery uses 100% of the energy, it can replace two standard 100 Ah batteries, which can only use between 45 and 60 percent of its capacity. In addition, Super has a significantly more effective and faster charging through modern battery management. In an independent field test, a Super B battery had to compete against a normal German brand battery of the same capacity. With both batteries coffee was boiled with the same coffee maker until the battery was empty. The result is both clear and impressive: the conventional battery only had energy for 30 cups of coffee, while the Super B boiled 92 cups with the same battery capacity.

Low TCO

Comparing the "Total Cost of Ownership" (TCO) with a conventional battery, the Dutch LiFePO4 batteries are significantly cheaper than conventional battery systems - despite the higher purchase price. Decisive for this is the up to ten times longer service life of the new systems due to more charging cycles. For vehicle manufacturers, this has the pleasant side effect of having fewer problems and warranty cases, which drastically reduces support costs per vehicle and increases customer satisfaction.

Safety first

Lithium-ion batteries have fallen into disrepute as the press repeatedly reported burning smartphone batteries. This problem does



not exist with the Super B batteries, because the technologies are completely different, although both are lithium batteries. "In principle, we could produce batteries that deliver much more energy with the same size," explains Managing Director Henk Kleef in an interview. "For us, however, the reliability is crucial and unfortunately this is at the expense of energy density". Therefore you can always go safely on vacation with Super B.

Compatibility

While other manufacturers try to sell complete systems, Super B relies on compatibility. The new Epsilon series is compatible with almost every on-board electrical system thanks to its intelligent Battery Management System (BMS). In addition, the battery can be installed independently of position, which allows the designers more, new and cheaper alternatives.



Super B history

2007 - Super B was founded. The first lithium starter batteries developed were two small starter batteries, extremely suitable for use for motorsport applications. After this, a full range of starter batteries and traction batteries followed.

2010 - Super B showed an extremely fast growth, mostly in the motorsports, recreational vehicle and marine market. Move to a new location with more possibilities to upscale the production and warehouse.

2012 - Launch of the 100E-ZC and 160E-ZC battery. Powerful traction batteries for used for several applications like campers, marine and industrial. These multi usable batteries gave Super B the possibility to conquer market share in several European countries.

2017 - Launch of the Super B Epsilon battery: A light-weight, easy to use lithium battery that offers enormous power and is extremely suitable for use in camping cars. Another relocation to a new production and warehouse in Hengelo, the Netherlands with triple the size of the previous building. Henk Kleef started as CEO Super B.

June 2018 - Super B now has 60 employees and is developing new product lines. Because of the fast growth and ambitious plans Super B restructures the organization and changes its official name into Super B Lithium Power B.V.