

# Stop Throwing Dead Batteries Away

Sulfation buildup kills batteries. It's estimated that sulfates are the cause of 80% of battery failure worldwide.

There is a cure. Pulse Technology has the power to both prevent the formation of sulfate crystals and reverse the effects of sulfation. **70% of dead batteries can be reclaimed with our Recovery Chargers.**

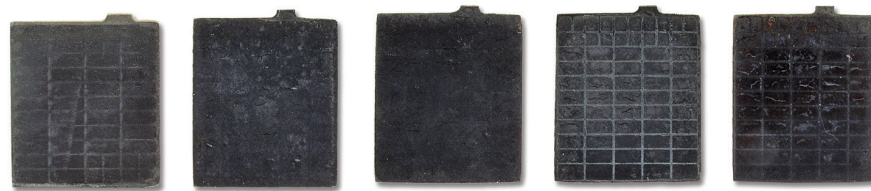


These batteries were thought to be 'dead' and were left outside for over a year.



## Prevent the Formation of Sulfate Crystals

### 12-Volt Lead-Acid Batteries Charged with PulseTech Charger



New - Never Filled  
0 Cycles

120 Cycles

240 Cycles

360 Cycles

480 Cycles



### 12-Volt Lead-Acid Batteries Charged with Typical Charger

These battery plate photos are from an independent study that compared our patented Pulse Technology charging to conventional charging.

The top row of plates, charged with Pulse Technology, remain free from sulfates and ensure battery performance at maximum peak capacity. Note the development of battery-killing sulfates on the conventionally charged lower plates.

## Batteries That Are Recovered, Not Just Charged

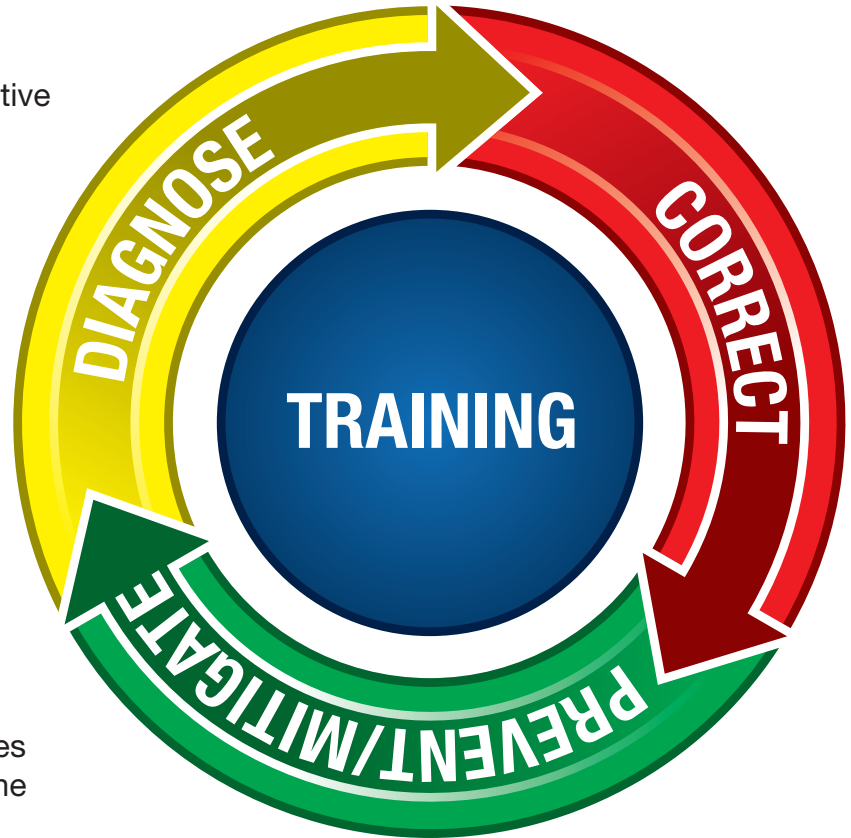
*85% of the batteries shown in the top photo were recovered with the SC-12 Heavy-Duty Battery Recovery Charger and put back into service.*

# A Battery Maintenance Management Program Can Reduce Annual Battery Consumption by 70% or More

**Step 1: DIAGNOSE** the condition of the battery when it arrives as "new," before and after corrective action and when in service to ensure it's in peak condition using the **777P-PT** or **390PT Battery Analyzer**.

**Step 2: CORRECT** batteries that are low in capacity using the **SC-12, SC-6, SC-2** or **XCR Recovery Charger**. 70% of dead batteries can be returned to better than new condition saving time and money.

**Step 3: PREVENT/MITIGATE** when the battery is stored in the shop with the **PRO-12-RP Maintenance System**. To keep batteries in peak condition while installed on vehicles or equipment use with an **SP-7 SolarPulse Charger** and/or **Power-Pulse Maintenance System**. Prevent problems and extend battery life up to three times by installing desulfators on vehicles during routine maintenance.



## How Much Will Our BMMP Save You?

Estimate how many batteries you dispose of per month. Multiple this number by 0.7 and then by the average cost of one of your batteries. The answer shows you how much money you will save per month by implementing our BMP. Multiply this number by 12 and you now have your annual savings.

For example, if you 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 batteries saved in new battery purchases per month

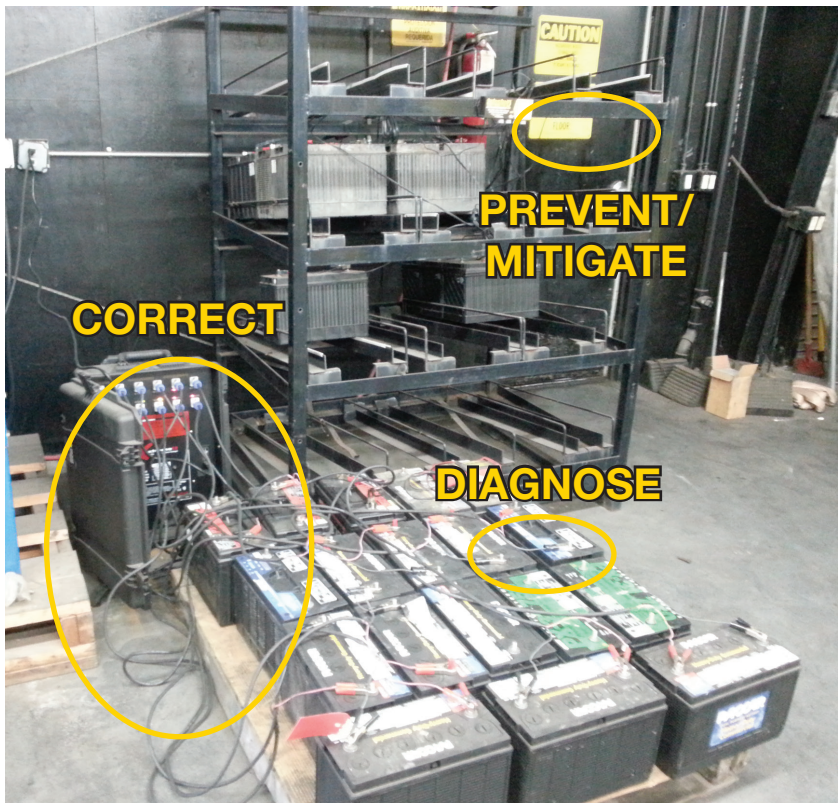
**Annual savings = \$1,050 \* 12 = \$12,600 per year.**

*“The BMP works and is easy to use. I don’t understand why everyone doesn’t have it.”*

*– Richard Andrus,  
Rush Trucks,  
Houston, TX*



# Don't Replace Batteries, Recover Them



Rush Trucks, Houston, TX

SC-12  
12-Station  
Recovery Charger



SC-6  
Six-Station  
Recovery Charger



SC-2  
Two-Station  
Recovery Charger



BMP-1

The BMP-1 provides a complete battery testing, recovery and recharge of batteries when you experience 50+ spent batteries a month. Includes 1 SC-12, 1 PRO-12-RP and 1 777P-PT



BMP-2

The BMP-2 provides a complete battery testing, recovery and recharge of batteries when you experience 25-50 spent batteries a month. Includes 1 SC-6, 1 PRO-12-RP and 1 390PT



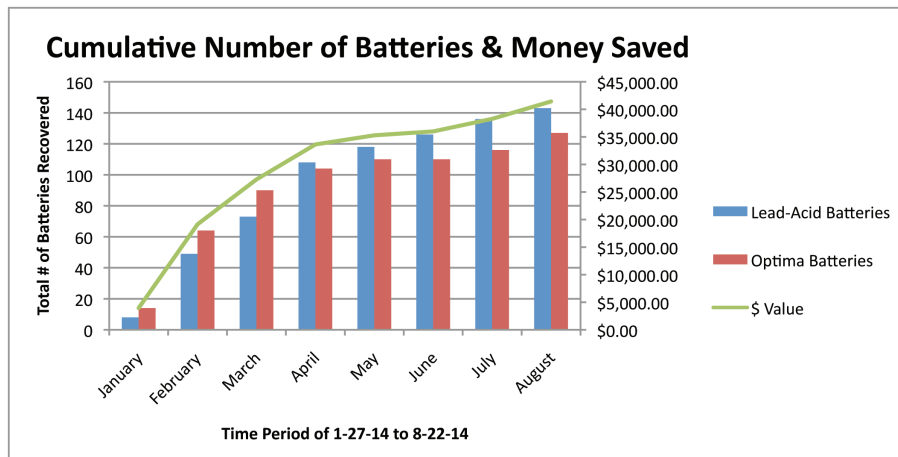
BMP-3

The BMP-3 provides a complete battery testing, recovery and recharge of batteries when you experience 1-25 spent batteries a month. Includes 1 SC-2, 1 PRO-12-RP and 1 390PT

### Which BMP Kit is Right for You?

Kit	Number of Batteries Discarded Each Month	Recovery Charger	Battery Maintainer	Battery Tester
BMP-1	50+	SC-12	PRO-12-RP	777P-PT
BMP-2	25-50	SC-6	PRO-12-RP	390PT
BMP-3	1-25	SC-2	PRO-12-RP	390PT

The battery maintenance management program at Rush Trucks in Houston paid for itself in less than 3 months by dramatically reducing the number of new batteries purchased each month by 85%. Over the past seven months, they have recovered 270 lead-acid and Optima batteries saving over \$41,000 in new battery purchases.



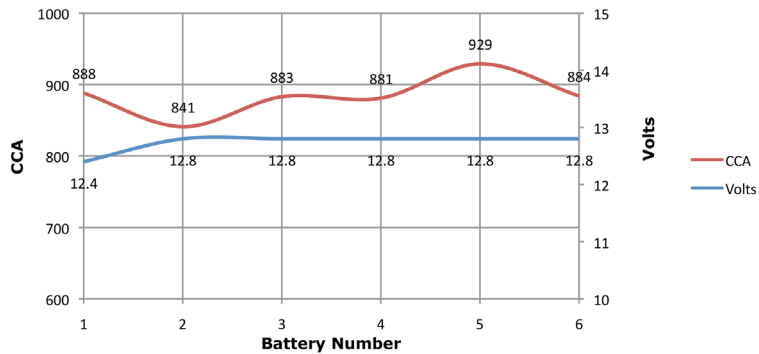
# Onboard Battery Maintenance

Battery voltage and CCAs improve and are then maintained in peak condition with the use of a desulfator using PulseTech's patented Pulse Technology.

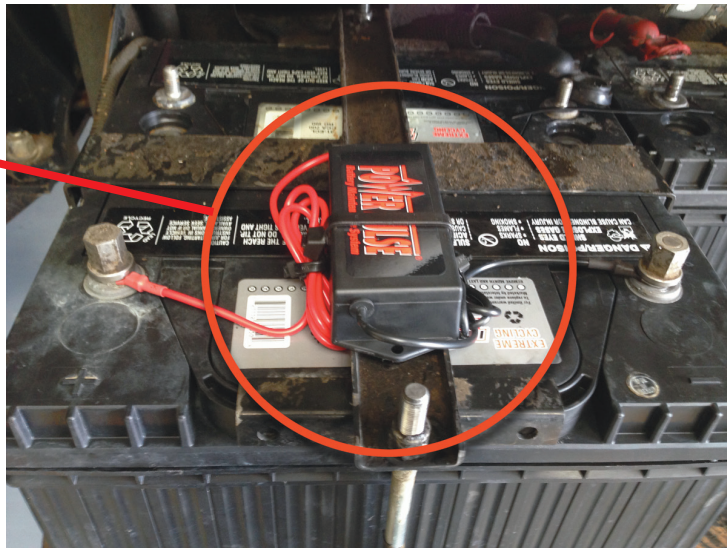
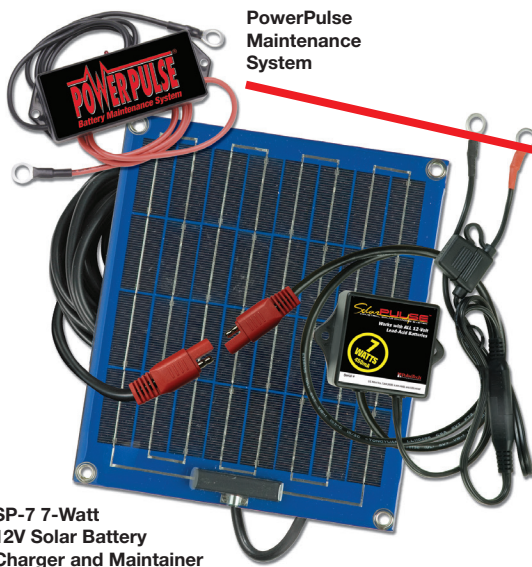
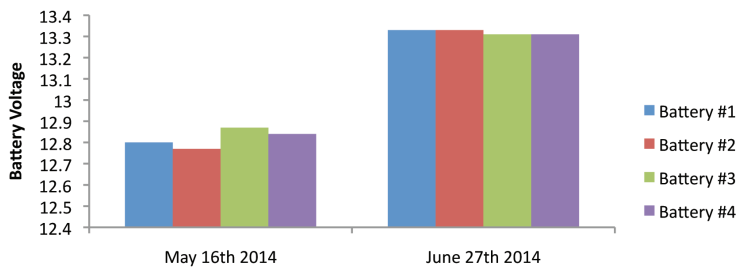
The chart to the top right shows the condition of six batteries, one year after PowerPulse is attached. The six batteries all show a higher CCA reading than when they were brand new.

The bottom right chart shows voltage improvement after six weeks of using PulseTech's Solar Pulse Charger.

### CCA and Voltage of Six Batteries After PowerPulse is Attached for One Year



### Battery Voltage Improvement After Six Weeks Using PulseTech's Solar Charger



Starters and alternators last longer when using the SP-7 or S-12 Solar Charger and Maintainers.



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Extend Battery Life By Up to 3 Times