



PROJECTA PRO

Selling Tips from BWI

PROJECTA PRO LIFEPO4 LITHIUM BATTERIES

WHAT IS A LIFEPO4 LITHIUM BATTERY ?

LiFePO4 Lithium Batteries were invented in 1996 at the University of Texas using alternative materials compared to other lithium chemistries. LiFePO4 batteries have a slightly lower power density compared to other lithium designs and are not always the first choice for smaller applications such as power tools, electronics and wearable devices. LiFePO4 batteries do however offer enhanced thermal and structural stability resulting in a much safer product. All Projecta Intelli-Start Jump Starters are powered by LiFePO4 lithium batteries. Unlike Lithium Ion and Lithium Cobalt batteries, LiFePO4 batteries can be recycled and do not contain any hazardous materials.

WHAT MAKES LIFEPO4 BATTERIES BETTER?

LiFePO4 batteries offer 50% longer shelf life allowing them to sit for longer periods and still hold a charge. LiFePO4 batteries offer 2X the cycle life over other lithium battery designs providing excellent value from the extended usability. Hoverboards, cell phones, ebikes and competitive jump starters all use lithium ion batteries that can catch fire (picture on left). LiFePO4 batteries are the safest and most stable lithium battery design and will not leak or catch fire if short circuited, damaged or ruptured (picture on right).



HOW WILL A CUSTOMER BENEFIT FROM INTELLI-START JUMP STARTERS WITH LIFEPO4 BATTERIES?

For customers who store a jump starter in a vehicle or simply forget to recharge it, Projecta jump starters can sit up to 18 months and still be able to start a vehicle. For customers who need to start a lot of vehicles, the LiFePO4 batteries give double the starts over competitive products maximizing the purchase value. For customers concerned about safety, LiFePO4 batteries provide peace of mind as they will never catch on fire even if damaged or misused. For customers concerned about people and the environment, LiFePO4 batteries are the only lithium batteries that do not use cobalt in their construction – cobalt mining is a highly controversial and shown to have serious negative consequences to the miners and environment. LiFePO4 batteries are recyclable as well because they do not contain dangerous components inside. In a world full of choices, choosing Intelli-Start Jump Starters with LiFePO4 batteries offers better value, safety, and less negative impact to the world around us.

To learn more about [PROJECTA INTELLI-START JUMP STARTERS](#) contact your local BWI Sales Professional