



DuraLife® Technology Installed™ - A Strategic Partner Beyond Separator



**Daramic Marketing
2022**

Powered With Confidence



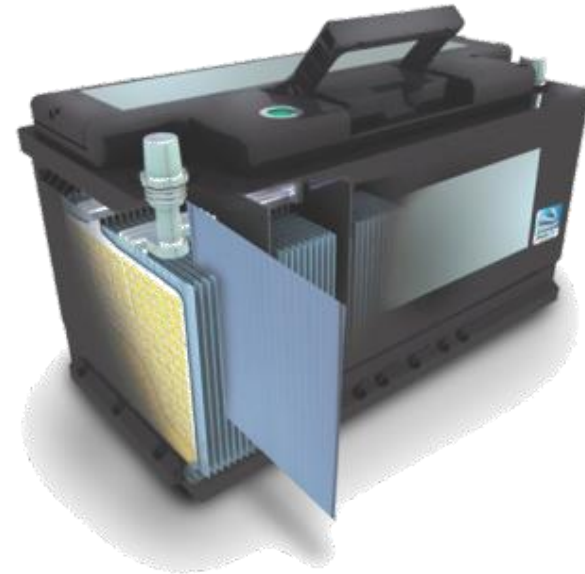
- ❑ DuraLife® is the innovative polyethylene separator solution invented by Daramic for conventional and Start-Stop lead-acid batteries
- ❑ DuraLife® patented design significantly improves battery life and performance

Introducing The High-Performing, Technologically Advanced Polyethylene Battery Separator For SLI Batteries.

DuraLife® powers battery with confidence

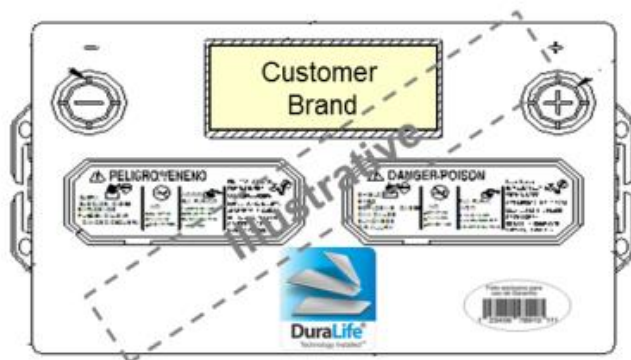
What is DuraLife® Technology Installed™ Campaign?

Customer Battery Brand



Besides the battery performance improvement, DuraLife® Technology Installed™ Campaign optimizes battery partner sales channel and differentiates product and marketing strategy

DuraLife Co-brand Concept



Benefit to Battery Manufacturer's Customer

Trade/Channel Customer



End Consumer



Benefits

- ❑ Increase traffic and support sales with a differentiated technology bar
- ❑ More sales toolkit with ingredient technology

Benefits

- ❑ Improve stamp of confidence with technology / differentiation
- ❑ Support on the purchase decision

Through DuraLife co-brand, battery partner is able to reposition product line and differentiate brand in market

Sales Tools



Channel Support



Merchandize Program

品名	规格	单位	数量	单价	总价	品名	规格	单位	数量	单价	总价
...

□ DuraLife Technology Installed campaign provide marketing support and tools

- DuraLife toolbox
- DuraLife technology introduction brochure
- DuraLife give-away
- DuraLife introduction Video
- Separator general technical introduction pack
- DuraLife website and link to customer website
- Co-brand poster design and printing delivery
- Co-brand merchandize program

DuraLife® Technology Installed™ Campaign provides more marketing tools for battery partner

Successful Case From the Field

Co-branding to differentiate product lines

- ❑ DuraLife® Technology Installed™ branding repositioned Camel's (the largest automotive battery maker in China) product line - new S series (1S - low tier; 2S (middle) and 3S (high) tier with DuraLife) and drive more sales tools and differentiation in the channel



Camel partners with DuraLife® Technology Installed™ campaign and quickly captured market