

17ABC Opens With Rousing Speech in Call for Clarity

Chairman Stirs Industry With Appeal for Clearer Thinking

By Mike Halls

The 17ABC opened yesterday (Wednesday) morning with a bang as chairman Mark Stevenson laid down the ground rules for this, the 31st year of the ABC conference.

“One of the main themes running through all our discussions this year,” he said, “should be how it’s a time for clarity, a time to develop a new path and time to see where we stand and where we see the forces opposing the lead acid industry are gathering.”

In an uncharacteristic sweeping judgement, he dismissed large parts of the electric vehicle movement as a “huge misdirection for the energy storage world” and consisting of “a series of rash promises, that time will show, may never be fulfilled.”



It proved a lively start for a fascinating morning with interesting presentations emerging from analysts Neil Hawkes from CRU and Farid Ahmed from Wood Mackenzie.

Hawkes’ thesis answered a question that has been troubling the market for some time — how much refined lead production could be constrained by tighter flows of raw material feed.

In particular he showed that

the general trend, where the market surplus of lead moved into imbalance was due to the fact that consumption had been growing at a slightly faster place than production and this had been due to slower global refined production growth in the 2010s.

Put at its most simple, these trends will be behind further increases in the price of lead, though as ever certain caveats will apply. 📌

Appointment of Dry by BCI Heralds First Steps of North American Comms Campaign

Battery Council International announced yesterday (Wednesday) that it had appointed Lisa Dry as its director of strategic communications, marking the active start of its communications campaign, the Advancing

Lead Batteries Communications Initiative.

“The aim of the ALBCI is a move to target decision makers and those that influence them across government and industry,” says Mark Thorsby, head of BCI.

“The initiative seeks to raise awareness of the importance of lead batteries, as well as inform and educate stakeholders on the need for continued investment in

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Batteries International

What’s News

■ Giess Wins International Lead Award at 17ABC— The International Lead Award was yesterday (Wednesday) presented to Herbert Giess, long-time veteran lead researcher in the opening morning of the conference. It was a highly popular choice. *Pages 6, 7*

■ Hammond Offers Pre-Conference Tour of Royal Selangor Pewter Museum. *Page 8*

■ Scenes from an Exhibition — a look around the first day of the conference in images and soundbites. *Pages 10, 11*

■ Photos from the Pre-Conference Cocktail Party. *Page 13*

■ A Farewell to Academician Pavlov — the much admired and much loved scientist passed away at the end of last month. *Page 14*

■ In-depth Review of the 5th International Secondary Lead Conference. The price of scrap is now the deciding factor in the price of lead. A complementary agenda. *Pages 16, 17*

■ The Last Word — Tales of darkness and distress as Sorfin’s superb marketing plan brings out the worst side of the lead battery industry, more talks of the Secret Alpha/Beta society in its recruitment drive and why Bali looks set to host 18ELBC in September 2019. *Pages 18, 19*

BCI Advances, Launch of Comms Initiative

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sustainable battery technologies.

“Some NGOs [non-governmental organizations] have an enormous sway of influence and we intend to be able to show them the true facts about our industry,” says Thorsby.

“We’re looking to communicate this to regulatory, judicial and environmental groups. This will happen in various ways but we’ll certainly be giving briefings to specialist media outlets such as *Politico* which are hugely influential in informing US Congress opinion.”

The move by the BCI is part of a two-pronged campaign by BCI working with the International Lead Association. The ILA is close to finalizing a similar appointment and, according to its managing director Andy Bush, hopes to be launching its own initiative in Europe early in the new year.

Previously Dry was senior director of product communications for the American Chemistry Council.

Here, she provided strategic communications guidance and was the media spokesperson for the Chemical Product and Tech-

nology Division, which included more than 70 different product and technology groups involved in the business of chemistry.

She also spent two years as the principal of Dry Strategies where she delivered strategic planning, editorial services, media training and issue management services to a variety of biotechnology clients.

Dry will work with an advisory group consisting of BCI members East Penn Manufacturing, EnerSys, Exide Technologies, Gopher Resource, Johnson Controls, RSR Corporation, Teck Metals, The Doe Run Company and the ILA’s Andy Bush.

The ALBCI team has several projects underway to support their work. The primary communications vehicle is a website, www.essentialenergyeveryday.com, which highlights four key attributes associated with lead batteries: sustainable, essential, innovative and safe.

The site was launched earlier this year and the second phase incorporating additional content including video and industry reports, will soon be available.

Essential Energy Everyday also has a presence on Facebook and Twitter to deliver geotargeted messages to specific audiences. 🇺🇸

Manifesto for Change, Lisa Dry

“Over my career I’ve been fortunate to work in both trade associations and large corporations where I developed communications programs to advocate for new technologies, or familiar technologies that were not well understood.

“Whether the subject matter was chemicals or genetically modified organisms, these products often generated emotional responses and were of interest to lawmakers and regulators at the state, federal and sometimes local level.

“I will use that experience to work with the industry to educate regulators and policymakers of the dynamic benefits and sustainability of lead batteries that make them a smart choice for solving our country’s energy storage needs.

“Our research shows that these influencers are often unaware of the critical applications where lead batteries are used, despite their essential nature to our everyday life.

“To help them make informed decisions as they discuss the future of lead batteries, we must communicate to them the essentiality of lead batteries and their unique role in our country’s energy landscape today and in the future.

“Although we won’t be launching a campaign directed towards the general public we will, however, be tackling misinformed articles that appear in the mainstream media

“As an industry, we know that lead batteries are a safe, proven and vastly used technology. We were reminded of their



essential nature for blackout recovery during the recent hurricanes, in fact most of the world’s fixed and mobile phone networks and IT infrastructure rely on lead batteries for 24/7 connectivity and emergency power.

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“But we’re also pushing the boundaries of innovation to form a bridge to tomorrow’s energy storage challenges, and do so in a clean and sustainable way. We’re excited to see ever-growing innovative applications including hybrid electric vehicles, the electric power grid and renewable energy storage programs. These new uses will provide solutions for next-generation transport and energy needs.

“The bottom line? Lead batteries are powering us forward.” 🇺🇸

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