Press Releases

Leclanché, Leading International Battery Energy Storage Company, Names Feintuch Communications for Corporate and Trade PR in North America

YVERDON-LES-BAINS, Switzerland and DALLAS and NEW YORK, May 17, 2016 /PRNewswire/ -- Leclanché S.A. (SIX Swiss Exchange: LECN), the fully vertically integrated, battery energy storage system provider, has selected Feintuch Communications (www.feintuchcommunications.com) as its public relations agency of record for corporate and trade public relations in North America.

Leclanché recently established a North American subsidiary based in Dallas headed by Bryan Urban, an energy industry executive with more than 25 years of experience in the power generation and energy infrastructure sectors in the Americas and Asia/Pacific.

Established in 1909, Leclanché offers a wide range of turnkey energy storage solutions for homes, small offices, large industries, electricity grids, as well as electrification of mass transport systems such as bus fleets and ferries. Founded in the tradition of Georges Leclanché, the inventor of the dry cell battery, Leclanché has been a reliable partner for battery energy storage solutions for over 100 years and today provides a rich portfolio of Battery Energy Storage Systems (BESS) that include bespoke solutions from industry leading lithium-ion technologies.

"The North American market represents a tremendous growth opportunity for Leclanché as the demand for stationary and mobile battery energy storage systems has increased exponentially in the last few years," said Bryan Urban, executive vice president of Leclanché and head of North American operations. "In order for us to capitalize on these opportunities, we have turned to Feintuch Communications, which has a solid track record in representing energy and clean tech companies, to be our communications partner for broadening Leclanché's visibility in our target industries and geographic markets."

Feintuch Communications has already started implementing an integrated PR campaign in North America as well as supporting the parent company's investor relations needs and coordinating PR in global markets for Leclanché.

"Harnessing and storing renewable energy to support grid stability and advance cleaner mass transportation are two areas in which Leclanché's lithium technology excels," said Henry Feintuch, president of Feintuch Communications. "This is an opportune time for Leclanché to be introducing its battery energy storage solutions to the North American market that is ripe for adopting new storage technologies. Our focus will be on building marketplace awareness and in generating sales leads."

About Leclanché
Leclanché is a fully vertically integrated battery energy storage solution provider. It delivers a wide range of turnkey energy storage solutions for homes, small offices, large industries, electricity grids, as well as hybridization for mass transport systems such as bus fleets and ferries. Established in 1909, Leclanché has been a reliable partner for battery energy storage solutions for over 100 years. Founded in the tradition of Georges Leclanché, the inventor of the dry cell battery, Leclanché today has a rich portfolio of Battery Energy Storage Systems (BESS) that include bespoke battery systems from industry leading lithium-ion solutions. Since 2006, the company moved from a traditional battery producer to become one of the first developers, manufacturers and provided of lithium-ion cells in Europe. Leclanché's BESS are optimized for various applications, in particular for the integration of renewable energy, diesel fuel reduction, electricity grid-connected ancillary services, peak power shaving for heavy industries, as well as for heavy duty transportation in buses, trams, trains or maritime vessels. Leclanché products are characterized by a very high cycle stability (both for cells with titanate and graphite anodes) and industry-leading long service life resulting into reduced total cost of ownership. With its patented separator technology, which is a core element of lithium-ion batteries, Leclanché is able to make cells with very good safety characteristics, under a highly automated production process. Leclanché operates a fully automated plant for the production of large format lithium-ion cells at an annual maximum capacity of up to one million cells and is capable of running multiple chemistries through production for different cell characteristics. In addition, Leclanché offers a number of specialized battery systems through its Portable Business Unit, such as customer-specific energy storage systems for defence and medical applications. Leclanché also distributes primary and secondary batteries and accessories of other producers.

About Feintuch Communications
Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

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