



“
focused on
exceeding
customer
needs
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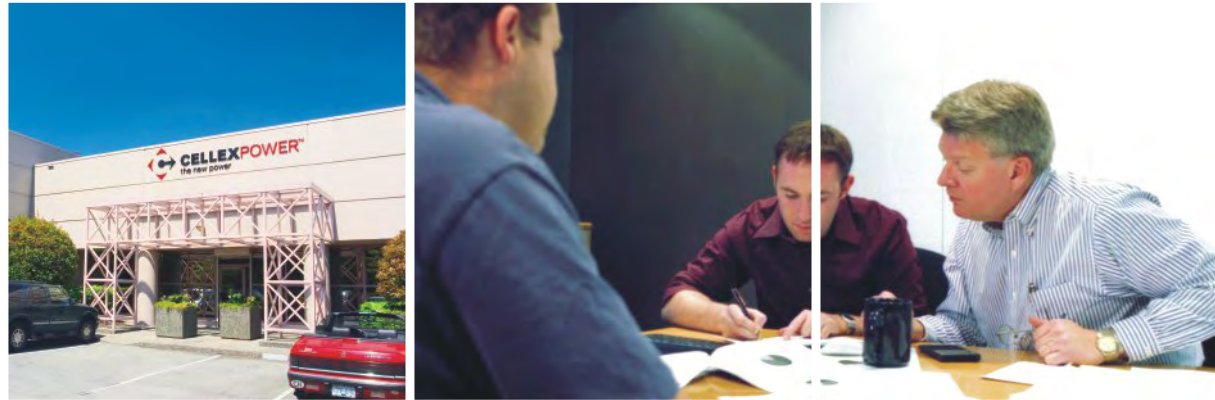


the new power
Cellex Power Products, Inc.
13155 Delf Place
Richmond, BC
V6V 2A2
Canada

Web: www.cellexpower.com
Email: info@cellexpower.com

Phone: 1.604.270.4300
Fax: 1.604.270.4304





“
credibility,
trust,
leadership
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Target Customers:
Large Distribution Centers with Lift Truck Fleets

Cellex customers manage the largest and busiest distribution warehouse centers around the world. Typically these distribution centers are over one million square feet in size, run two to three shifts per day, 363 days a year. To keep operations working at peak efficiency, each center requires a fleet of up to 75 to 300 lift trucks.

Today these lift trucks are powered by rechargeable lead acid batteries. A battery lasts between four to eight hours before it needs recharging. When a battery becomes depleted, the vehicle is taken to a centralized room, where a fresh battery is installed. This practice requires customers to carry two to three batteries per truck.

In these non-stop operations, truck batteries are changed two to three times a day, resulting in lost productivity and increased operational costs for the customer. Fuel cell power solutions from Cellex not only outlast the lead acid batteries, but take just 60 seconds to refuel, enabling the vehicle to run longer and return to work faster. When calculated for an entire fleet, the productivity gains and costs savings for customers are immense.

Breakthrough Solutions:
Fuel Cell Products from Cellex Power

Since its inception in 1998, Cellex has been performing in-depth market research to fully understand the power requirements and operational challenges of its customers. A pivotal part of this

research has been the data-logging of lift trucks at leading customer sites. The results have enabled Cellex product teams to design a tailored power solution that is second to none.

In 2002, Cellex began extensive field trials of its fuel cell products at sites across the USA and Canada. Not only did these tests validate Cellex technology, but also demonstrated to customers the following key benefits:



A Typical Battery Room

- **Increased Productivity**
More Product Moved
- **Lower Operational Costs**
Labor Downtime Reduced
- **Continuous Power**
Trucks Run All Day at Full Speed
- **More Commercial Space**
Battery Rooms Eliminated
- **Zero Emissions**
Safe, Clean and Efficient Power Sources
- **Effortless Transition**
Fits in Same Space as a Battery

The Cellex Advantage

Unlike a battery that stores a limited amount of energy, the Cellex Power Unit performs like an engine. The unit generates a continuous flow of power so long as it has fuel - **it's like an engine in a battery box.**



Class 3 Rider Pallet Truck

Total Power Solutions for Lift Trucks

Cellex believes in partnering for success, working closely with leading companies and suppliers to deliver **Total Power Solutions** to its customers. In addition to creating a complete family of fuel cell power products, Cellex and its collaboration partners offer fuel supply and infrastructure, as well as distribution, service and support.

Cellex has strengthened its leadership position by joining forces with DuPont - the world's foremost supplier of fuel cell materials and components - to optimize PEM fuel cells for industrial vehicles. Another strategic relationship has been forged with the largest electric lift truck OEM in North America to ensure product distribution, integration and support services. Together, the companies are pioneering the development, production and application of exceptional quality fuel cell solutions for the lift truck industry.

Customer Success

Cellex has completed numerous field trials with hundreds of truck days logged at customer sites throughout the USA and Canada. These assessments have successfully demonstrated the Cellex fuel cell solution across various performance metrics: truck productivity, indoor refueling, compliance with all safety codes and regulations, and customer enthusiasm.



Class 1 Sit-Down Counterbalanced Lift Truck

Powerful Benefits

Increased Productivity
Under battery power, lift trucks lose approximately 14 percent of their speed over the last half of the battery charge. The Cellex solution maintains constant power at all times, keeping the vehicle running at full speed throughout the entire shift.

Lower Operational Costs

The Cellex power solution eliminates the need to change, charge and manage batteries. Cellex Power Units run longer than lead acid batteries and can be refueled in 60 seconds, substantially reducing vehicle and personnel downtime.

More Commercial Space

Large battery charging rooms are replaced with fueling stations that are up to 25 times smaller, freeing up valuable warehouse space for other purposes.

Zero Emissions

Cellex fuel cell power solutions are safe, clean and efficient. They produce zero harmful emissions, and eliminate costs associated with handling and storing toxic chemicals.

Transparent Transition

Cellex fuel cells fit seamlessly into the space occupied by batteries, making it a simple and cost-effective solution for customers to adopt.



Class 2 Narrow Aisle Reach Truck

The Hydrogen Village™ and Hydrogen Highway™

Powering lift trucks is just the beginning. Cellex will be adapting its fuel cell technology to be used in a number of other applications, including Reefer Trailers in refrigerated trucks. As these transporters travel between hydrogen-enabled distribution centers, they will be able to refuel by utilizing the hub-and-spoke distribution system used today. With each distribution center Cellex serves, another "Hydrogen Village" is created, fostering the expansion of a hydrogen network. Recent developments to facilitate the "Hydrogen Highway" will further enable Cellex to create hundreds of Hydrogen Villages and networks for its customers.



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The leader in
fuel cell power
solutions for
lift trucks
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