

FAQ's About CopperTop AGM Battery Solutions

Do Duracell AGM batteries offer increased cycle life compared to standard wet acid batteries?

Yes. The enhanced durability from the Duracell AGM design provides extra protection against deep discharge and multiple cycle damage. This enables extended life even with repeated charge/discharging cycles. In fact, Duracell AGM batteries have 2x the cycle life of conventional flooded batteries and also recharge faster providing more accessory power longer.

Can Duracell AGM batteries be recycled like conventional flooded batteries?

Duracell AGM and conventional flooded lead-acid batteries are one of the most recyclable products on the planet. Lead-acid batteries have a higher recycling rate than glass, aluminum, and newspaper. In fact, virtually 100% of every battery component can be recycled to make a brand new battery.

Duracell AGM battery suppliers are part of a program that recycles these batteries at one of the most modern and environmentally-safe facilities in the world.

Make sure your customers recycle their battery with someone they can trust.

Do the best batteries always have the highest CCA ratings?

No. Optimized power is not always reflected by CCA ratings. AGM batteries deliver power quickly to start the engine. A CCA rating measures cranking over a 30 second period. Cars today start in milliseconds due to improved electrical systems. Fuel injection, computerized starting controls, and other enhancements allow vehicles to start quickly without the need for extended cranking. Premium batteries should deliver the right balance of life, power, and durability – not just starting power.

Is the Duracell AGM battery and Optima both AGM technology?

Yes. Optima utilizes AGM technology with high capacity spiral plates allowing for power in extreme conditions. The spiral and absorbed glass mat design delivers enhanced vibration resistance of 15x more than conventional designs.

Duracell AGM batteries operate under the same principle of AGM technology and receive similar benefits on how it elevates performance. The power-optimized flat plates, DuraMAT™ components, and durability-enhanced design of the Duracell flat plate AGM battery significantly enhance cycling capabilities and offer 20x the vibration resistance of conventional designs.

Duracell AGM batteries are part of the SMARTPOWER™ initiative to provide dependable battery power at peak efficiency and performance with the highest regard for consumer value and convenience.

What allows the Duracell AGM Battery to be vibration resistant and spillproof?

Duracell AGM batteries utilize DuraMAT™ components that protect the battery with a shock-absorbent separator material to help deliver 20x the vibration resistance of a conventional flooded battery. DuraMAT's superior absorption rate completely suspends all of the free-flowing electrolyte enabling fast-acting power and a spillproof design.

DURACELL®



Test Your Premium AGM Battery Knowledge

1. Duracell AGM is a standard flooded battery with free-flowing acid? True or False

Answer: FALSE

Why: Duracell is an AGM (absorbed glass mat) battery. The electrolyte is absorbed in the glass mat separators like a sponge and does not flow freely inside the battery. This helps enable its safer, spillproof design.

2. Which of the following is not a key selling point for Duracell AGM batteries?

- a) Excellent starting power
- b) Faster recharging (Ideal for cars that demand power accessories like DVD players, heated seats, automatic doors)
- c) Vibration resistant
- d) Deep cycle protection (withstands higher cycling use)
- e) Durable envelope separators

Answer: e) DURABLE ENVELOPE SEPARATORS

Why: Duracell AGM has premium Absorbed Glass Mat separators. These not only protect the plates but also absorb all of the battery's electrolyte to optimize its power, durability, and performance.

3. Duracell AGM is a premium battery? True or False

Answer: TRUE

Why: This advanced AGM technological design offers superior performance over standard flooded batteries.

4. Duracell AGM offers increased cycle life compared to standard flooded batteries? True or False

Answer: TRUE

Why: The enhanced durability from the AGM design provides extra protection against deep discharge and extended cycling damage. This enables extended life even with repeated charge/discharge cycles.

5. What allows Duracell AGM batteries to be vibration resistant and spill-proof?

- a) Optimized component compression
- b) Durability enhanced internal components
- c) AGM DuraMAT™ separators
- d) All of the above

Answer: d) ALL OF THE ABOVE

Why: The enhanced vibration resistance of the Duracell AGM is a function of the added strength of the components and the way they are compressed as well as the added plate protection that the AGM DuraMAT™ separators provide.

6. Duracell AGM is significantly more vibration resistant than standard flooded batteries? True or False

Answer: TRUE

Why: Testing has shown that the tightly packed AGM compression and glass mat separators help enhance the Duracell AGM batteries vibration resistance up to 20 times more than a standard flooded battery.

7. Duracell and Optima are both AGM technology? True or False

Answer: TRUE

Why: Optima utilizes AGM technology with high capacity spiral plates allowing maximum power and enhanced vibration resistance. Duracell batteries operate under the same principle of AGM technology and receive the same benefits on how it elevates performance. However, the power-optimized flat plate components, tight-pack compression, and special DuraMAT™ separator material of the Duracell AGM battery significantly enhance cycling capabilities and vibration resistance.

Driving AGM Power Solutions