

Ex-Kiwi Farmer Now Fully Recharged

RECHARGE Battery Revitalizer & Conditioner, a product launched onto the New Zealand market by ex-NZ farmer, Gerard Anselmi in 2000, is now available in Victoria and NSW through selected CRT stores and other rural outlets. "We will soon be in South Australia and Queensland and hopefully right throughout Australia within 12 months," explains Anselmi. "Having recently enjoyed its sixth and most successful NZ National Fielddays at Mystery Creek, it's time to enter the Australian market."

Forced from farming after breaking his back in a 4-wheel farm bike accident on his Te Kuiti farm near Waitomo Caves in 1994 Gerard enrolled in a Bachelor in Management Studies at Waikato University. He graduated in 2000 with first degree Honours in Marketing and Economics and started his own company to release **Recharge** onto the New Zealand market. "Like a lot of farmers I had never actually worked for anyone so the idea of getting a job didn't really appeal", says Anselmi.

"I first used **Recharge** in 1998 when a friend treated my tired car battery. It wouldn't hold a charge more than a couple of days", explains Anselmi. "I laughed at him as I was quite sure I needed a new battery. That battery lasted another five years and was nine years old when I eventually threw it away".

"My immediate reaction was 'Every farmer in NZ needs a bottle of **Recharge** in their shed', " says Anselmi, "and I guess we are about half way there with over 20,000 bottles sold in almost six years, mostly to farmers."

According to Anselmi, an automotive battery should last six to eight years, even longer for good quality or deep cycle batteries. However, due to sulphation of battery's internal plates, many batteries fail to hold a charge after only a few years. **Recharge** can either be used as a sulphation preventative or to treat batteries that have already become sulphated. "As much as 60% - 70% of tired batteries will return to full working condition, as long as the lead is still in good condition," says Anselmi.

"What causes sulphation" explains Anselmi, "is that the battery hasn't been kept fully charged, which very few are. When the battery begins to discharge the sulphate ions that should be holding the charge in the electrolyte float free and attach themselves to the lead in the form of lead sulphate. This reduces the batteries holding capacity, that's why on cold mornings they start sounding sluggish."

That's where **Recharge** comes in, it will break down the sulphation build up and return those sulphate ions to the electrolyte to hold the charge again, so the battery regains it's capacity. You are effectively chemically reconditioning the internals of the battery. Unfortunately the sulphation process also corrodes the lead plates. That is why some batteries don't return to service because the lead has collapsed and the battery has reached the point of no return.

Recharge comes in 3 sizes; a 100ml bottle which treats 1 large truck or 3 to 4 car batteries, the 450ml bottle, which treats 15-18 car batteries or 5 N150 truck batteries. A 2-Litre commercial pack is also available. Please look out for us at one of the many Australian field days or farm expo's for a special deal.

Recharge is available through selected CRT and Town & Country stores among others. For your nearest outlet check our website www.recharge.net.nz or phone Gerard or Susan on 04 2766 9177.

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For more info call Gerard or Susan on (AU) 04 2766 9177 (NZ) 64 27 278 7095