



## GP BATTERIES

# Creative, Green Approach Powers Battery Experts' Growth

An undisputed market leader GP Batteries is making rapid strides in product development, automation, safety and sustainability. Executive Director and Executive Vice President HENRY LEUNG explains how and why.

**C**ommitted to producing a wide range of high quality batteries to make our lives easier GP Batteries International Limited ("GP Batteries") boasts 50 years of quality service and a global network spanning five continents. With more than 20 sales offices, the business is focused on expanding its market share and developing more innovative, more creative and more environment-friendly products to meet consumers' increasing demands, says Henry Leung, the company's Executive Director and Executive Vice President.

### Fostering Creativity

Being currently among the leading consumer battery brands in the world, GP Batteries aspires to achieve excellence in quality products, cost competitiveness, productivity improvement and brand enhancement.

"We firmly believe in the importance in attracting, developing and retaining talents. GP Batteries fosters the skills and talents of our people by providing them with a cohesive, collaborative working environment and a culture that encourages creativity, innovation and new ideas."

"We believe our commitment to innovation and research & development will maintain and enhance our competitive edge in the market place," Leung adds.

### Automation, Safety is Key

He says: "We play continuous efforts in automation in improving the efficiency of both software and hardware including Enterprise Resource Planning software, CRM and Business Intelligence, as well as the construction of R&D center, development of new products and



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advanced equipment.

"Safety matters. We are unwavering in our adherence to high safety and quality standards for meeting the ever-changing global market trends and client needs. Besides the basis high quality production under ISO9001, ISO14001, OHSAS18001 and SA8000, our GP Batteries Lithium-ion batteries and different battery products are guaranteed meeting eight UN38.3 batteries transportation requirements before distributing by the certified Global Security Verified supply chain center worldwide.

On top of quality assurance, our national and international classification recognized laboratories located at Hong

Kong, China and Singapore offering our clients reliable battery testing for their prompt responses to their market needs."

### Days Ahead

"We continue to introduce our branding message of 'Recharge with GP' into consumer's lifestyle by sponsoring different types of large scale music events globally such as Clockenflap 2016."

'Recharge' has the meaning of injecting positive energy into life and "we hope our consumers enjoy their positive life experience with GP's energy come alive with their favorite characters. Therefore we join hands with Minions to launch a series of battery products to recharge global consumers' life experience since last year."

"The digitized world keeps running faster than ever. In view of this, we developed our eCommerce business few years ago and our close to mature eCommerce business model always keep our pace faster to meet the global market needs."

Leung explains: "GP played a vital role in championing the greener Rechargeables by re-engineering our business process and building our brand and global reach with the visions of emphasizing on sustainability, health and safety.

Our passion for developing highly price competitive and high-quality products for the market, coupled with our continuous focus on product research and development will benefit consumers around the globe," Leung concludes. ■

For additional information, please visit [www.gpbatteries.com](http://www.gpbatteries.com)