



The Hidden Costs of a Battery

Many customers who need a battery (or maybe a bank of batteries) simply shop around for the lowest battery cost. However, this initial cost savings is often quite temporary, typically leading to eventual battery issues that come with substantial hidden costs. These costs can easily amount to paying more than 2-3 times what the battery initially cost, and usually includes replacing the battery far sooner than what was expected and/or budgeted for. Let's take a look at some examples...

Fullriver AGM Battery	Discount AGM Battery	Wet Battery	Gel Battery
Initial cost (100%)	Initial cost (85%)	Initial cost (70%)	Initial cost (125%)
	1/2 life replacement (85%)	2/3 life replacement (50%)	
	Equipment downtime (30%)	Maintenance (25%)	
		Corrosion damage (25%)	
100%	200%	170%	125%

Fullriver AGM Batteries

With Fullriver you are confidently purchasing the highest quality sealed maintenance free AGM battery on the market whether it's our deep cycle, high capacity, or general purpose line (DC, HC, or FFD series). You are rest assured our battery will provide high runtimes for many years of service. The only cost it carries in is the affordable price (100%) for such a reliable product. Just buy it, install it, and forget it. Years of dependable performance await you.

vs. Discount AGM's: Many off brand AGM's exist in the marketplace. They are notorious for having a cheap price tag but an incredibly short battery life, so beware. Many consumers have learned the hard way after only a year (or two), or season (or two) that when it comes to AGM and obscure battery brands, that you really get what you pay for with discount, sealed, black box batteries. You'll have to buy at least 2 batteries of the discount variety to equal the performance life of a Fullriver AGM. In the end the replacement cost alone will set you back 160% of what you could have spent on a quality Fullriver model.

vs. Conventional Wet Batteries (aka Flooded, lead-acid, wet cells): Wet Batteries often carry a very cheap price tag. However, they are wet. This means they have acid that requires constant attention to properly maintain, not to mention that it is corrosive battery acid that is also exposed and spillable. It doesn't take a scientist to know that exposed acid is not only a safety risk, but ultimately causes lots of corrosion damage to everything from equipment, to cables, compartments, electronics, and even operators. Now consider that wet batteries rarely get the weekly watering they need to stay healthy which directly leads to premature battery failures and an early battery replacement. As you can see from the cost comparison chart above, this all adds up to true battery cost of 170% or more.

vs. Gel Batteries: Gel Batteries are rarely offered anymore in the marketplace due to their performance limitations (charge sensitivity, poor Temperature range, sluggish power draws), but occasionally they are still encountered & examined as a viable battery option. Gel batteries cost quite abit more (125%) without providing any additional benefits and in fact are far more limited to their capabilities. Consequently, they you pay more (125%) but actually get less so they are truly a poor battery choice.