



Maxwell Technologies

Client: Maxwell Technologies

Location: San Diego, California

Project Goal: To develop a European post-consumer (end use) market for the company's products

Project Status: Completed

Introduction

Maxwell Technologies is one of the world's leading producers of ultracapacitors. Ultracapacitors are used to distribute energy from batteries to and through short burst/high energy applications. Ultracapacitors are used in a variety of applications, including automotive, aviation, energy distribution, mass transit, etc.

As the use of ultracapacitors increases, Maxwell Technologies reached the conclusion that it needed to develop a safe and environmentally efficient means for its customers to dispose of its products. Ultimately, the company would like to recycle the various components which are contained within its products. Maxwell Technologies retained Luke Schmidt and L.B. Schmidt & Associates, LLC for the purpose of developing a post-consumer (end use) market for the company's products in Europe.

Project Results to Date



Luke Schmidt first met with company officials in San Diego in order to gain a greater understanding of the company's products and sales and distribution channels. A similar meeting was held with company officials in its European division located in Rossens, Switzerland.

Meetings were conducted with key customer groups throughout Europe in order to gain a better understanding of the various applications of ultracapacitors and how they are used in the field (which would help in understanding how to collect the spent ultracapacitors once they had reached the end of their useful life).

In order to develop the end use market, three broad issues needed to be addressed, including:

- Identification of potential product end-use markets
- Develop an understanding of how the product logistics system (spent product retrieval, consolidation and shipping to end-use markets) might work
- Develop preliminary thoughts as to what communications/promotional support might be needed in order to support the system

It was quickly realized that existing European battery recycling companies might provide end-use market opportunities. Luke Schmidt met with the CEO of the European Battery Recycling Association in Paris and from this meeting was able to develop a list of potential end-use market companies throughout Europe. Individual meetings were held and site visits conducted. The list of potential end-use markets was narrowed down to two companies – one in France and the other in Sweden.

Luke Schmidt facilitated lab-scale and commercial-scale testing of Maxwell Technologies' products at both locations. He also facilitated the development of commercial proposals for the long-term recycling of Maxwell's products with both the French and Swedish companies.

Maxwell Technologies elected to develop its recycling program by working with the French company. The project's goals were achieved with the development of this relationship. Maxwell Technologies is now working to develop the required logistics systems on an internal basis.

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