ZIPTRAX CLEANTECH

CONTENT WRITING

**A FEW WORDS ABOUT US**

* Ziptrax is a company that aims to provide India with a green and smarter initiative.
* Ziptrax gives a second life to Li-ion (lithium and ion) batteries, combining it with the latest technology to give you a smart battery.
* We want to create a world with smarter technology, while at the same time creating lesser waste and damage to the environment

**WHY ZIPTRAX?**

* We here at Ziptrax, want to lead the world/India into a greener and smarter future
* The common batteries people generally buy have a very short life. We want to give batteries a smarter and better/stronger life.
* The advanced methods adopted by us not only makes sure that the batteries last for 8-10 years but their performance is also monitored by smart technology which collects the data to provide us with the battery’s performance.
* We believe that technology can always be improve, so why should Ziptrax not make sure that we provide you with the best technology possible?
* It is our aim to deliver a product with smarter technology, cleaner energy and a better product.
* Our product is not only better for you, but it is also better for the environment as it reduces waste and carbon emissions.

**PROBLEM AND SOLUTION PAGE**

**THE PROBLEM:**

* Lead-acid batteries are extremely harmful for the environment as lead is a highly toxic metal. Lead can cause a range of severe damage to the human body including brain and kidney damage.
* in South Asia and other such developing countries and regions, more than 3 million die each year due to lead contamination from processing of used lead-acid batteries. (<https://www.ecomena.org/managing-lead-acid-batteries/> )
* The better alternative for lead-acid batteries is Li-ion batter (lithium and ion). However, they are more expensive in comparison to lead-acid batteries.
* Despite being a better alternative, li-ion -just as lead-acid- is used once and then is discarded. This results in batteries being thrown away, and most times it does not get recycled but ends up in a landfill or a body of water.
* This results in a huge amount of wastage, considerable damage to the environment and people around
* The earth has limited resources and limited amount of damage it can handle due to the amount of pollution and waste generated. India especially is one of the top countries in the world when it comes to pollution and waste, we need to take an initiative to ensure a better and safer future.

**THE SOLUTION**

* We give lithium-ion batteries a second and longer life. The second life we provide here to the batteries is not only longer but also smarter.
* We aim to reduce the waste created by throwing away batteries after single use. This helps in reducing waste and decreasing carbon emissions.
* Giving a second life to batteries ensure that the production cost of the batteries is lesser, the amount of resources and energy used for production reduces as we are putting a new life into a once-used battery.
* We are using smart technology to monitor its usage and performance so that we can continue to reduce waste and harmful side effects as much as possible to create a better and safer product for you.