

SUCCESS STORY

Justrite | Retail | Enterprise | Lithium-Ion Safety | Charging Cabinets |
\$25K–\$50K | Marci Montgomery



\$40K Enterprise Rollout: Lithium-Ion Safety Program

Preventing thermal runaway risk across multi-site operations

IMPACT SNAPSHOT

- \$40K initial order (23 cabinets)
- Delayed demand unlocked post-UL approval
- Long-term rollout potential across hundreds of locations

KEY QUESTIONS

- "What's holding this project back today, approval or budget?"
- "What happens if a lithium-ion incident occurs in your current setup?"

PROBLEM

Thermal runaway risk creates operational and safety exposure for automation team

- Large organization evaluating lithium-ion battery storage risk
- Delayed adoption due to UL approval requirements
- No standardized containment solution across locations

PROPOSAL

A standardized lithium-ion battery storage solution

- Lithium-ion charging cabinets aligned to safety requirements
- Thermal runaway containment as a core differentiator
- Enterprise-ready solution for multi-site deployment

SOLUTION

Convert demand once approval barrier is removed

- Maintained engagement throughout UL approval timeline
- Leveraged safety messaging and demonstration content
- Activated immediate ordering once approval threshold was met
- Closed 23-unit order through distributor and procurement alignment

REPEAT

What to look for and how to help

- Identify accounts waiting on regulatory or approval triggers
- Stay engaged during delayed buying cycles
- Lead with risk prevention, not product features
- Act immediately when constraints are removed