

# WHY OBEXION IS YOUR SAFEST BET WITH LITHIUM-ION BATTERY RETURNS



Every shipment of damaged, defective or recalled lithium-ion batteries (or battery-powered devices) carries the risk of thermal runaway, a fiery chain reaction that can cause serious—even deadly—damage. The cost to your brand (and your bottom line) can be huge.

**You can't eliminate that risk, but you can make it a safe, smart bet that protects your brand. Here's how.**

## MAKING THE SAFEST BET WITH OBEXION

Obexion Max is easy-to-use packaging specially designed for damaged, defective or recalled lithium-ion batteries and the devices they power. Here's why it's your best bet for all return situations.



## THERMAL RUNAWAY CAN'T TOP YOUR HAND

The advanced technology in Obexion mitigates thermal runaway to protect your shipment (and your reputation).

- Designed for the specifications of your shipment
- Tested against your shipment's worst-case scenario
- Test video and data provided to you
- DOT special permit for compliance

## REALLY BAD BETS

### #1: Use inferior packaging and hope nothing happens

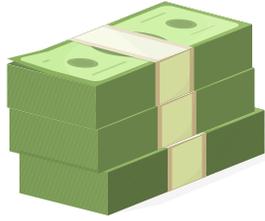
- 👉 An incident can cause extreme property and personal damage
- 👉 It can also lead to DOT fines and even criminal prosecution
- 👉 And carriers may refuse all future shipments

### #2: Use fully regulated packaging

- 💰 You'll overspend on unnecessary packaging, labeling and marks
- 💰 Carriers will hit you with added hazmat and freight charges
- 💰 You'll also pony up for additional required training



## TIME AND COST SAVINGS PUT YOU ON A ROLL



Obexion lets you simplify and streamline return operations to save time and money.

- Ship multiple devices in one box
- Change configurations easily for different devices
- No additional training or special handling requirements
- Use the same boxes for domestic or international transport
- Avoid special disposal fees with 100% recyclable, non-toxic fiberboard



## A TALL STACK OF ADVANTAGES

Labelmaster makes it easy to coordinate transport and get your shipments moving fast with Obexion.

- Flexible options for shipping to supply chain partners and consumers
- Existing partnerships with large recycling providers make battery disposal easier
- Obexion is made in the USA for short lead times
- Stocking options available
- Dedicated warehouse and operations team ensure you get your boxes on time
- Strong connections with the largest carriers



## GET THE HIGH ROLLER TREATMENT

Your packaging partner matters—superior communications and customer service keep shipments on the plus side. With Obexion packaging, Labelmaster can give you:

- Branded, easy-to-follow closure instructions
- A custom explainer video for your teams
- A dedicated phone number for your network to order boxes
- A branded landing page for your network to order boxes
- Customized communications to activate your shipment plan across your supply chain
- Access to industry-leading regulatory experts



Every shipment involving damaged, defective or recalled lithium-ion batteries is a high-stakes game.

**Don't gamble with your brand reputation!**

Call 866.764.0010 to put the odds in your favor with Obexion.

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