



## Local battery franchise exceeds \$1 million mark

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Thursday, April 9, 2009

Interstate All Battery Center of Victoria, 5210 John Stockbauer Drive, has surpassed the \$1 million sales mark.

IABC franchisee Randy Trotter and team have a stronghold in the retail battery category, which experts project will reach \$73 billion by 2010, according to a news release from the company.

The local team also recently earned an excellence award at the Interstate All Battery Center annual international franchise convention held in Dallas.

Interstate All Battery Centers carry more than 16,000 types of batteries and power solutions for everything from laptops and cameras to boats and hearing aids.

In keeping with the trend of portable products and power alternatives, IABC offers consumers cost-efficient power source solutions and convenient gadgets designed to keep pace with any on-the-go lifestyle. The company also offers battery recycling.

Despite the down economy, the recession-resilient IABC business continues to see record sales because consumer demand for batteries often involve critical needs, as in automobiles and cell phones.