

Tuesday, July 27, 2010

COMMUNITY NEWS



POWER UP

A new business in the area has the batteries you need to run nearly every electronic device.

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THE PUTNAM STANDARD

A C I T I Z E N N E W S P A P E R

New Batteries Plus keeps area households powered up

by Justin Waybright

For The Putnam Standard

CROSS LANES—The average household uses about 21 batteries everyday. And when these batteries run out of juice, Batteries Plus is here to help.

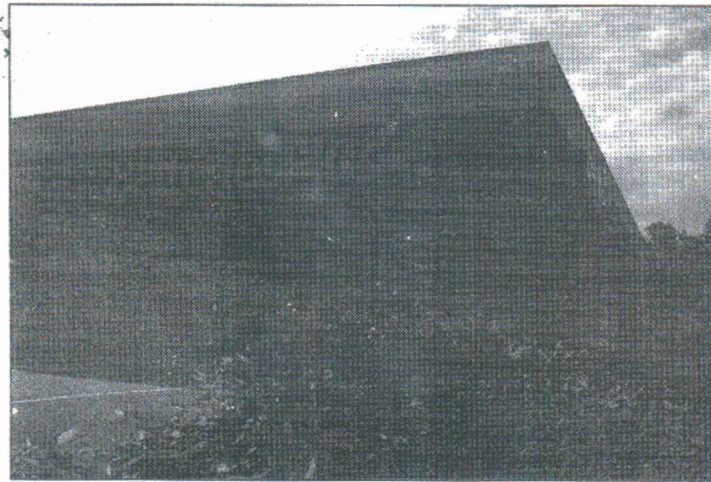
From cell phones to power chairs, Batteries Plus has it all.

"Customers like the concept of having a destination store just for batteries," Owner John McDavid said of his new store in Cross Lanes. "This has turned into a battery world and we have 40,000 different types."

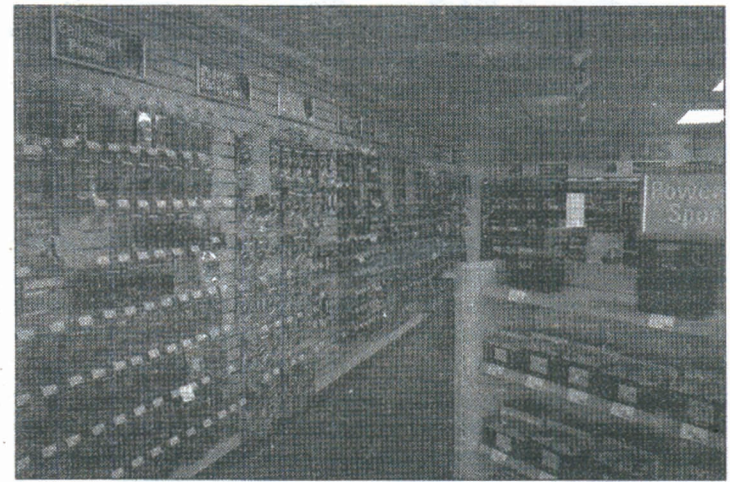
McDavid's store is more than batteries, he explained.

"We do watch repairs, install batteries and free testing," he said. "We even mail batteries to customers as long as there is no sulfuric acid. We can reach anyone in the state by mail."

McDavid said he wants to



Batteries Plus opened earlier this year in Cross Lanes. The store carries more than 40,000 different types of batteries. Photos by Justin Waybright



reach as many customers as possible including the commercial industry, for which discounts are available.

"We're really growing everyday," he said. "I want to show customers how many different types of batteries there are."

Batteries Plus in Cross Lanes is the first of its type to open in West Virginia, and is one of about 400 Batteries Plus locations across the U.S.

McDavid said he would like to see the franchise expand toward Huntington.

"We want to hit the population areas," he said.

McDavid said one of his favorite parts of working in the store occurs when a customer walks through the front door and says "You don't have this battery, do you?"

"It's satisfying when we help customers with that hard-to-find-battery," he said.

Batteries Plus is located off Big Tyler Road, less than a 1/4 mile from Interstate 64. For more information, call (304) 776-7006 or visit www.batteriesplus.com.