



Press Release

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Blue Line Battery Proudly Hires and Retains Local Talent as they Continue to Grow

Whitewater, Wis. April 22, 2021- Blue Line Battery's initiative is to bring cleaner, safer, and more efficient power systems to their customers. They chose Whitewater for a place to expand and have grown production into a new location in Beloit.

Founded in 2012, CEO, Dustin Herte, built an electric trike with a custom-designed, energy-efficient Lithium-ion battery to save money on fuel and travel greater distances. After success with this battery, Blue Line pivoted in 2015 upon identifying a problem and opportunity in the industrial motive power market.

The primary focus for Blue Line Battery will be to continue supplying batteries for the material handling industry (forklifts and pallet jacks), however, Blue Line serves a variety of markets including AGV, Ground Support Equipment, Floor Care/Aerial Equipment.

Whitewater was a location that fit the needs of the company's desire to deliver the most exciting and innovative solutions to stored energy customers through the development of highly collaborative and entrusted partnerships with our customers and suppliers.

"We chose Whitewater and the Innovation Center because we had heard from entrusted mentors about how amazing the resources were here," said Kristen Holtan, Blue Line Battery Co-Founder & Marketing Director. "From access to amazing mentors to networking opportunities, the Whitewater Innovation Center provides every resource you need to start and grow a business as efficiently as possible."

As the cornerstone facility to the 130-acre technology park, the 38,000 square-foot Whitewater University Innovation Center operates primarily as a mixed-use business incubator strategically built with support from the City of Whitewater, the Whitewater Community Development Authority and the University of Wisconsin-Whitewater. With the support of their partners, the Whitewater University Innovation Center's Mission is to create and foster durable businesses and jobs through a close alignment of UW-Whitewater's research and educational competencies and the resources of the City of Whitewater. The Technology Park serves as a foundation for a diversified and robust regional economy through the attraction of new residents, utilization of UW-Whitewater faculty, staff and student expertise and the retention of alumni talent.

Blue Line has hired UW-Whitewater alumni talent and provided educational opportunities for several student interns, teaching real-world skills such as marketing, sales, engineering accounting acumen, that are only experienced outside of the classroom.

"We believe these opportunities and resulting skillsets are absolutely necessary to build a successful enterprise today," said Holtan. "Four out of our six founders and co-founders are UW-Whitewater alumni, a few of which started as interns."

The Whitewater Community Development Authority strives to provide the tools any business may need to continue to succeed.

"Whitewater is proud we can provide the tools a business, like Blue Line Battery needs to continue to succeed," said Cathy Anderson, Economic Director for the City of Whitewater. "Teaching, hiring and retaining local talent and allowing them to grow within the business and the community is something we wish for any company. We are excited Blue Line is able to do just that."

As the company continues to grow, they feel there is so much more to accomplish including tapping into adjacent markets such as Rail, Solar, Reserve, and Construction.

With the location and resources, finalizing development of and leveraging our unique Intellectual Property to offer solutions that other companies cannot is a future endeavor that the company is looking forward to achieving.

"We are truly grateful for all the support that the Whitewater community has given us from the very beginning," said Holtan.

To learn more about Blue Line Battery, contact Kristen Holtan at kristenh@bluelinebattery.com.

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The City of Whitewater provides efficient and high-quality services which support living, learning, playing and working in an exceptional community. Visit www.whitewater-wi.gov for community information and updates.

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