

A Crash Course on Power Banks



Your Mobile Tech Partner

The lithium ion batteries in smartphones have become a sore subject. Each generation of smartphones are equipped with more incredible features that make us even more reliant on our smartphones. What we once used to just communicate with family and friends has become our camera, photo album, GPS, wallet, fitness tracker and so much more. These features are amazing, but they also wreak havoc on our smartphone's battery life. Mobile power banks have become an essential mobile tech accessory for ensuring our smartphones are functioning when we need them most, and this is a huge opportunity for the promo industry. Promotional power banks vary in price, capacity and portability to best suit any end user's needs.

Capacity

Power Banks come in various sizes, sometimes with multiple ports, and with different charging capabilities. Ask yourself about the specific use case for a power bank. What will your client's end-user need to charge, and how many times? Every power bank's capacity is measured in mAh, or milliamp-hour, ranging from as little as 600mAh to 10,000mAh. A 600mAh power bank would give a smartphone an emergency power boost, while a 6000mAh power bank could charge a smartphone up to three times or a tablet 1.5 times before needing a recharge. The larger the capacity the larger the power bank, meaning more space for promotional artwork in addition to providing the end user with more charges. However, keep in mind the smaller the power bank the more portable it can be, a 600mAh could easily fit on a keychain or in a pocket.

Output

Power bank ports typically fit any standard USB cable, many even support USB-C, which is the newest type of USB connector that will soon replace other USB types. The speed that a power bank can recharge a device varies depending on the quality of the USB cable, the AMP or WATT output of the power bank, and how many devices are connected. A 1 AMP/5 WATT power bank will charge a smartphone slowly, even if its capacity is large enough to charge the smartphone multiple times, however a 2 AMP/12 WATT power bank is optimal for charging a smartphone at the fastest possible speed. For charging multiple devices, a 2.4AMP or 5.4AMP is recommended, with 5.4AMP resulting in the fastest simultaneous charging possible.



Compatibility

Promotional mobile power banks have the potential to become an essential daily tool for any smartphone user. According to leading industry studies, consumers keep promotional power banks for an average 12 months, generating more than a thousand impressions during the lifespan of the power bank. Power banks work with any smartphone, plus any other portable devices that charge via USB (gaming devices, tablets, video cameras, speakers, etc.), making power banks the most compatible mobile tech accessory on the market. A whopping 87 percent of consumers say they would keep a promotional power bank because of how useful it is.

Promotional power bank prices range from \$5 to \$25 per unit. When weighing cost, quality and portability, be sure to only source power banks from trusted suppliers to ensure your clients are receiving high-quality, safety-tested products. The last thing anyone wants is to put their name or logo on a product that is later recalled as a fire hazard.