



LG Energy Solution

Creatives

November 2024

Content

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3. Source *

What source of media made you act on the recall?

- Social Media
- Google Ads
- Newspaper
- TV Advertisement
- Radio
- Shopping Centre pop up
- In a Letter from SOLAR VIC
- ACCC Letter
- State Regulator Letter
- LG Email or Letter (Supply Chain Tracing)
- Word of Mouth
- Original Installer (Supply Chain Tracing)
- Real Estate (Supply Chain Tracing)
- TV News
- Call Centre Call back (Supply Chain Tracing)
- Scheduling Call Back
- Minister SWN
- LG Website (Ask how they got here)
- Translation Call
- Community Centre Fliers
- Preferred not to answer / unsure

TV Advertisement

Channel 7, 9, 10, SBS, etc

**URGENT RECALL ON
SOLAR HOME BATTERIES**

LG Energy Solution SOLA X POWER

T 1300 677 273 E productau@lgensol.com LG Home Battery Recall

Radio

English Radio & Streaming Media - Phase 1



Newspaper

The Australian, The Courier Mail, etc.

ELECTRICAL SAFETY RECALL

Affected batteries are at risk of overheating and fire, potentially resulting in property damage, injury or death. Incidents have occurred and caused damage to property.

LG Energy Solution

If you believe that you have an LG home battery please contact one of our experts at 1300 677 273.

1300 677 273
productrecall@lgensol.com.au
www.lghomebattery.com.au/isyoubatterysafe

RESU 3.3, 6.5, 10, 13
RESU 7H, 10H

SOLAX POWER

If you have a SolaX or Opal Storage solar + battery system please call us at 1300 476 529.

1300 476 529
service@solaxpower.com
www.solaxpower.com.au/electrical-safety-recall/

SolaX X-Cabinet
SolaX Power Station
Opal Storage

ELECTRICAL SAFETY RECALL

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RESU 3.3 / 6.5 / 10 / 13
RESU 7H / 10H

SOLAX POWER

If you have a SolaX or Opal Storage with a battery module branded as LG Chem or LG Energy Solution, or if you're unsure, please call us at 1300 476 529.

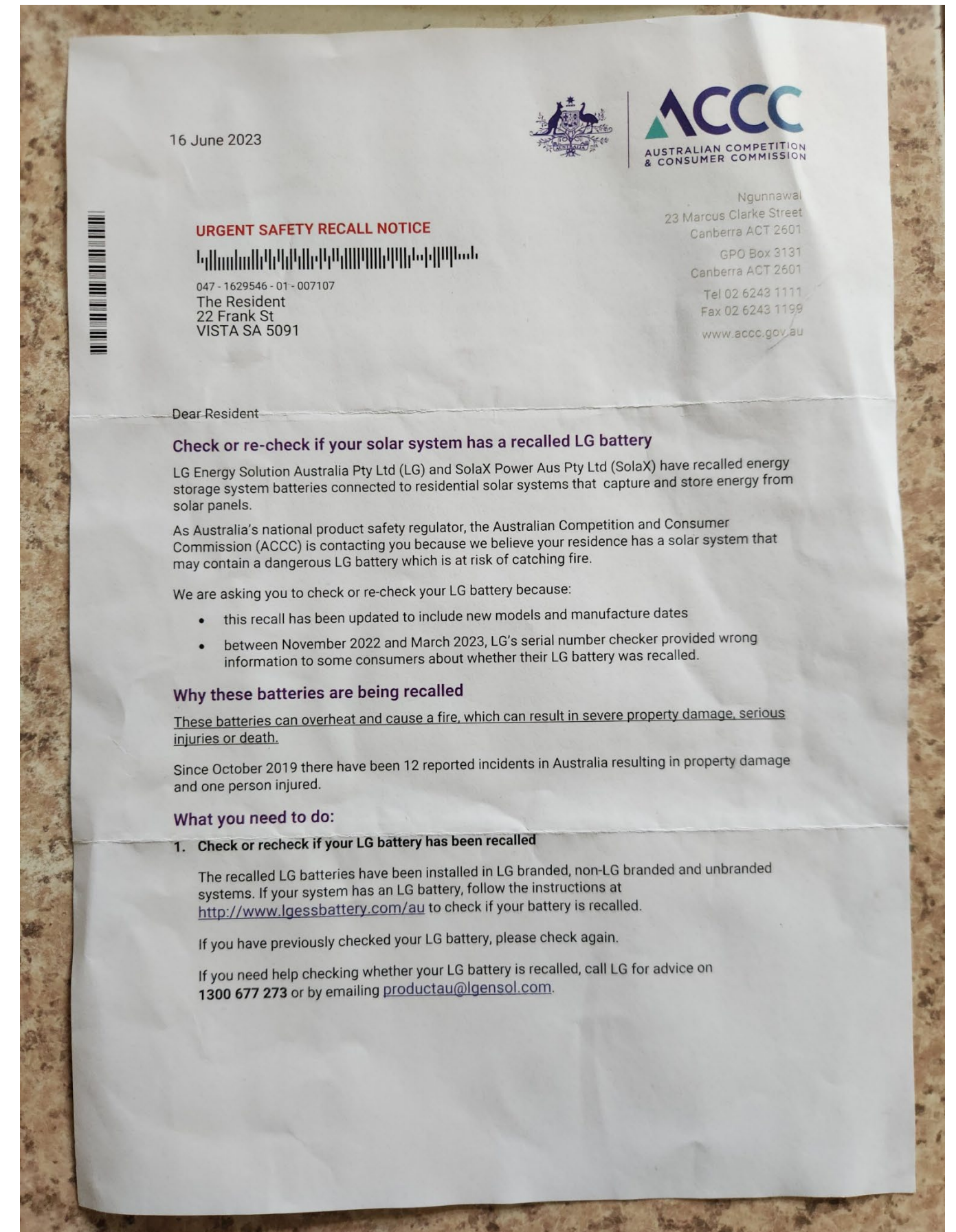
1300 476 529
service@solaxpower.com
www.solaxpower.com.au/electrical-safety-recall/

SolaX X-Cabinet
SolaX Power Station
Opal Storage

State Regulator Letter



ACCC letter



LG Email or Letter



Dear Valued Customer

Thank you for placing your support and confidence in LG Energy Solution's home batteries to meet your residential energy storage needs.

BACKGROUND

LG Energy Solution Australia (LGESAU) is presently undertaking two important electrical safety recalls of certain Home Energy Storage System Batteries (ESS Home Battery). Affected products may be branded LG or LG Chem and may be an internal component of battery systems branded SolaX, Opal Storage, Red Earth, Redback, VARTA or Eguana as well as unbranded off-grid systems. Affected batteries were produced with cells manufactured between the 21 January 2016 and 30 June 2019.



Affected batteries may overheat and **catch fire**, which can cause **injury** or **death** and/or **damage to property**. Incidents have occurred and caused **property damage**. For more information on the recall, please visit www.lgessbattery.com/au/recall.

LGESAU urges all households with ESS Home Batteries to urgently check whether their unit is affected. Consumers with affected batteries should immediately **switch them off** and register their details with LGESAU so that their affected battery can be remediated.

ACTION REQUIRED

1. Check Your Battery:

If not delivered: PO Box 630, Fortitude Valley, QLD 4006.



Dear Resident,



URGENT RECALL ON SOLAR HOME BATTERIES

Please read carefully as your home is at risk of fire

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LG Energy Solution Australia (LGESAU) is presently undertaking two important electrical safety recalls of certain Home Energy Storage System Batteries (ESS Home Battery). Affected products may be branded LG or LG Chem and may be an internal component of battery systems branded SolaX, Opal Storage, Red Earth, Redback, VARTA or Eguana as well as unbranded off-grid systems. Affected batteries were produced with cells manufactured between approximately 21 January 2016 and 30 June 2019, but may have also been supplied and installed at a later time.



ACTION REQUIRED

Please check if your battery is affected by following the instructions at www.lgessbattery.com/au/recall or scan the QR code below.

If you require any assistance at all, please contact us on **1300 677 273** or by any of the other methods listed below.

1. If your battery is affected, please **immediately switch off** your battery storage system and keep it switched off until the affected battery is rectified. If you have already received diagnostic software under the recall, you should also switch off your battery and keep it switched off.
2. If you need help switching off your battery storage system, please contact us via any of the methods below.
3. Once you have switched off your battery, can you please confirm that you have done so by either email, mail, phone call or SMS to 0438 966 549. Alternatively, you can complete the online form here www.lgessbattery.com/au/recall/recallEnquiry.lg.

LGESAU is offering to pay you compensation to cover any lost savings or costs incurred for alternate energy supply while your battery is switched-off so that you are not out of pocket. We will also work with you to coordinate alternate power sources if grid-power is not an option for you.

Audio Streaming

Ad on Spotify



Online Video

YouTube, 9 Now or other catch up TV



Online Newspaper

Ad on news.com.au



ELECTRICAL SAFETY RECALL

For more information [CLICK HERE](#)

LG Energy Solution

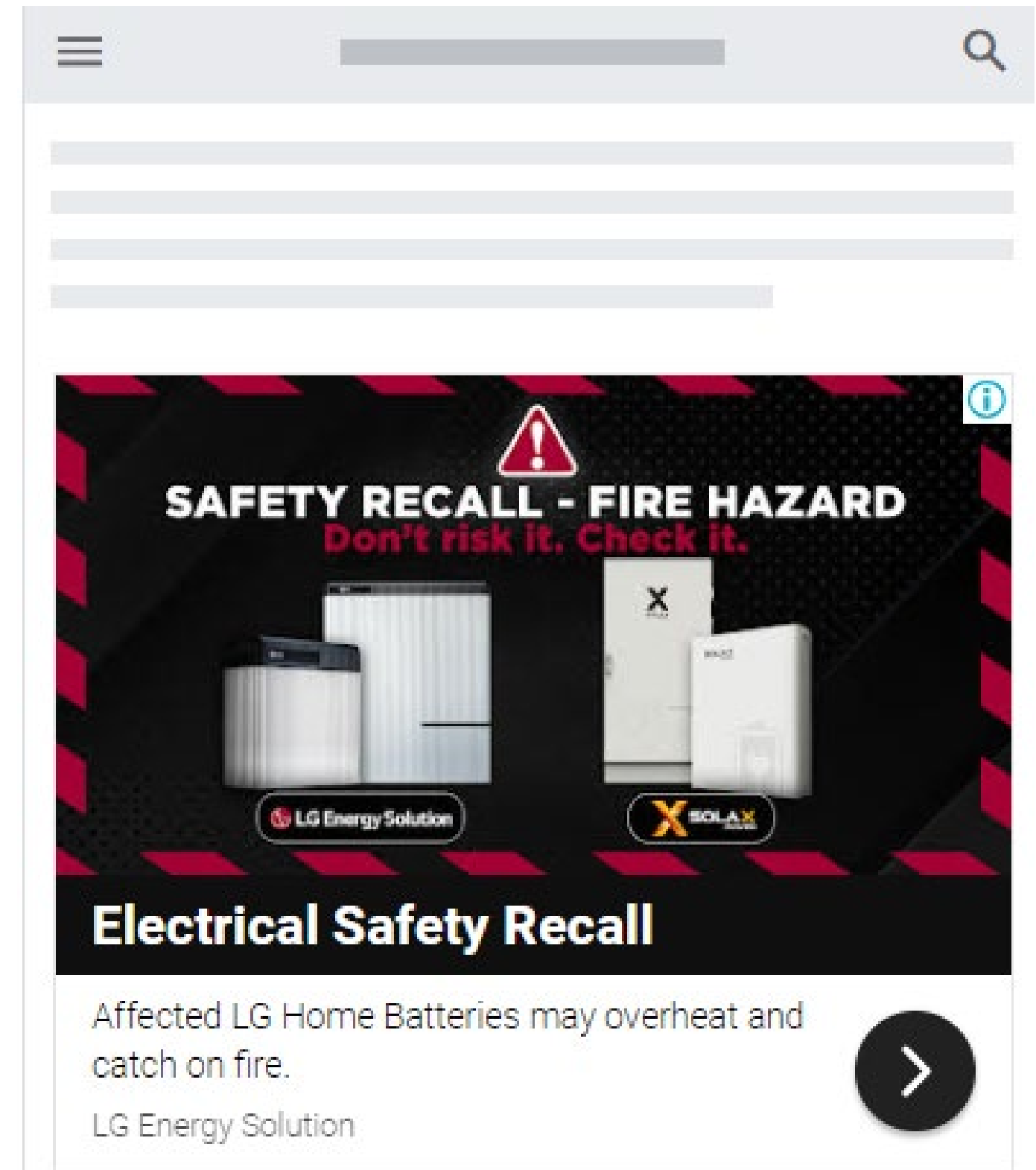
SOLAX

The banner features a red and black diagonal striped background. On the left, there are images of two LG Energy Solution inverters. On the right, there are images of two Solax inverters. The central text is in white on a red background, flanked by two white warning triangle icons.

[Back to Content](#)

Online Banner Ad


Banner ad on website



The image shows a screenshot of a website banner advertisement. At the top, there is a navigation bar with a hamburger menu icon on the left and a search icon on the right. Below the navigation bar are several horizontal lines representing website content. The main banner ad is a rectangular graphic with a black background and red diagonal hazard stripes on the left and right sides. At the top center of the banner is a red warning triangle icon. Below it, the text reads "SAFETY RECALL - FIRE HAZARD" in white, with "Don't risk it. Check it." in red below that. In the center, there are two sets of white home battery units. The left set is labeled "LG Energy Solution" and the right set is labeled "X SOLAR". Below the battery images, the text "Electrical Safety Recall" is written in white. At the bottom of the banner, there is a white text box containing the text "Affected LG Home Batteries may overheat and catch on fire." and "LG Energy Solution". To the right of this text box is a black circular button with a white right-pointing arrow.

Social Media

Facebook, Instagram, LinkedIn, X

LG Energy Solution Global  

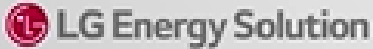
Sponsored · 


Recall on LG & LG Chem batteries. SolaX, Opal Storage, Red Earth & unbranded systems may be affected. Click or call 1300 677 273.







URGENT RECALL ON SOLAR HOME BATTERIES

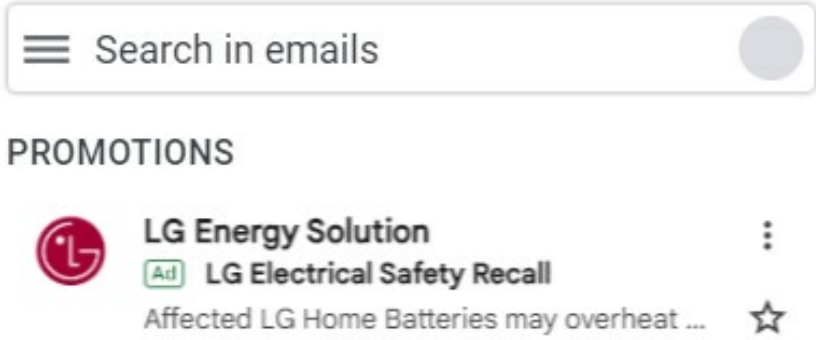
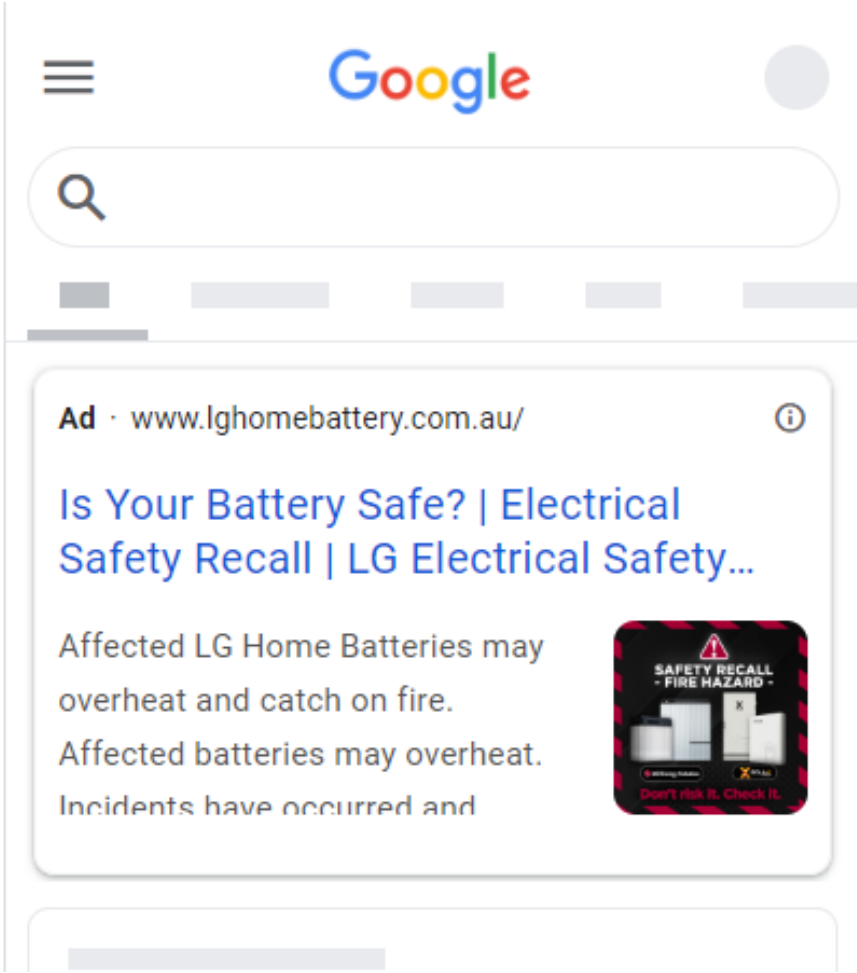
 

  Tony Tajabe Haralu Mai and 3 others

 Like  Comment  Share

Google Ads

Ad in a website, web search, email or game



Word of Mouth



Original Supplier



Real Estate Agent

Email Subject:

Urgent Action Required: Request for Contact Information of LG Energy Storage System (ESS) Home Battery Owner

Email Body:

Dear [Real Estate Contact's Name],

I trust this email finds you well.

I am reaching out to you as an Investigator with the LG Energy Solution Australia Recall Team. Our records indicate that the former owner of the property at [Property Address] had an LG Energy Storage System (ESS) Home Battery installed prior to the sale.

Background:

LG Energy Solution Australia (LGESAU) is presently undertaking two important electrical safety recalls of certain Home Energy Storage System Batteries (ESS Home Battery). Affected products may be branded LG or LG Chem and may be an internal component of battery systems branded SolaX, Opal Storage, Red Earth, Redback, VARTA or Eguana as well as unbranded off-grid systems. Affected batteries were produced with cells manufactured between the 21 January 2016 and 30 June 2019.

Affected batteries may overheat and **catch fire**, which can cause **injury** or **death** and/or **damage to property**. Incidents have occurred and caused **property damage**. For more information on the recall, please visit www.lgessbattery.com/au/recall.

Action Required:

We urgently need to contact the owner to inspect the LG ESS Home Battery and determine if it is part of our electrical safety recall. This is crucial for ensuring the safety of the property and its occupants.

If the battery is affected, please immediately **switch off the battery and keep it switched off** until the affected battery is rectified and contact our team to advise that it is switched off.

Shopping Centre Pop-up



Community Flyers



**ELECTRICAL RECALL
- HOME BATTERIES -**



LG Energy Solution

Front Design



There is an Electrical Safety Recall on solar systems branded LG, LG Chem and SolaX.

Affected batteries may overheat and catch fire resulting in injury, death and/or damage to property. Incidents have occurred and caused damage to property.

We urge you to act swiftly and responsibly if you encounter any recalled LG branded batteries. Even if you have checked before, please check again

Don't risk it. Check it.

1300 677 273

productrecall@lgensol.com.au

lghomebattery.com.au/isyoubatterysafe

Back Design



ELECTRICAL SAFETY RECALL

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RESU 3.3, 6.5, 10, 13 RESU 7H, 10H

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www.lghomebattery.com.au/isyoubatterysafe

SOLA X POWER

If you have a SolaX or Opal Storage solar with a battery module branded as LG Chem or LG Energy Solution, or if you're unsure, please call us at 1300 476 529.

SolaX X-Cabinet SolaX Power Station Opal Storage

1300 476 529 service@solaxpower.com

www.solaxpower.com.au/electrical-safety-recall/

Poster Design

Preferred not to answer / unsure

TRY AGAIN