

## Natron Energy Founder and Co-CEO Colin Wessells Recognized Among World's Most Influential Climate Leaders in TIME100 Climate List

*First company to achieve commercial-scale production of sodium-ion batteries in the U.S.*

*Founded in 2012, Natron manufactures high-performance sodium-ion batteries which outperform lithium-ion batteries in power density and recharging speed, require zero lithium, cobalt, copper, nickel, and are non-flammable*



**SANTA CLARA, Calif. – November 12, 2024** – [Natron Energy, Inc.](#) (“Natron” or “the Company”), a global leader in sodium-ion battery technology, is honored to announce the selection of Founder and Co-CEO Collin Wessells to the TIME100 Climate List. The list, published annually, recognizes the 100 most innovative leaders driving business climate action.

“I am deeply honored to be included in the TIME100 Climate List among peers who are making significant strides in addressing the climate crisis,” said Colin Wessells, Founder and co-CEO, Natron Energy. “This recognition is a testament to the hard work and dedication of the entire team at Natron and of its partners, and underscores the growing awareness of the need for safe, reliable, and cost-effective energy management and storage solutions to support the ever-increasing demand for energy and energy independence.”

Colin Wessells founded Natron Energy out of his garage in Palo Alto, CA while pursuing a graduate degree at Stanford University in 2012. Since then, Natron has developed the only UL-listed sodium-ion batteries on the market today, leveraging the Company's patented Prussian blue electrodes to store and transfer sodium-ions faster, more often, and with lower internal resistance than any other commercial battery on the market. The Company's battery chemistry presents zero strain during charging and discharge, 10x faster cycling than traditional lithium-ion batteries, and an over 50,000 cycle-life. Further, Natron's supply chain requires zero lithium, cobalt, nickel, or other difficult-to-obtain minerals, presenting an environmentally and socially responsible alternative to lead-acid and lithium-ion batteries.

Natron became the first company in the U.S. to achieve commercial-scale production of sodium-ion batteries [in April 2024 at their Holland, Michigan facility](#), and most recently [announced plans](#) for a \$1.4 billion gigawatt-scale sodium-ion manufacturing facility in North Carolina. The Company is focused on delivering its technology to the industrial data center market to address the energy storage needs and 24/7 power required to support the explosive growth of Artificial Intelligence. Beyond data centers, Natron aims to transform the way businesses use industrial power across a wide range of end markets, including industrial mobility, EV fast charging, and telecom, among others.

To assemble the list, TIME's editors and reporters fielded nominations and recommendations from industry leaders and partner organizations like Global Optimism and The B Team, as well as TIMECO2's Advisory Council, then worked to assess the candidates on a variety of factors, including recency of action, measurable results, and influence.

You can see the full TIME100 Climate list at: [\[LINK\]](#)

### **About Natron Energy**

Natron Energy manufactures sodium-ion battery products based on a unique and patented Prussian blue electrode chemistry for a wide variety of industrial power applications ranging from critical backup power systems for AI data centers to EV fast charging and system hybridization. Natron's mission is to transform critical power, industrial and grid energy storage markets by providing customers with batteries that offer higher power density, faster recharge, and a significantly longer cycle life than incumbent technologies. Natron's safe, sustainable products are UL 1973 listed, are not susceptible to thermal runaway, and do not use conflict minerals. Learn more about Natron and its sodium-ion technology at [Natron.energy](#).

Natron Media Contact:  
[Natron@icrinc.com](mailto:Natron@icrinc.com)