



DURACELL®

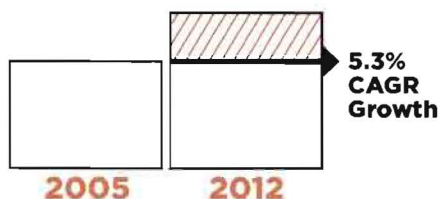
THE MOST EFFICIENT AND LONGEST
LASTING BATTERY FOR YOUR CUSTOMERS!

ABOUT THE CATEGORY

48%

of purchases
are lost to retail.
Educate your
customers to
purchase all their
batteries on
contract for the
greatest overall
savings!

Currently, the US away-from-home battery market is worth an estimated \$251 million and has grown 5.3% CAGR since 2005.*



The hospital segment is the second largest by dollars in the away-from-home market.

In 1970, the average workplace had 5 battery powered devices and today that number has grown to well over 30.

*Source: Kline Study, 2013

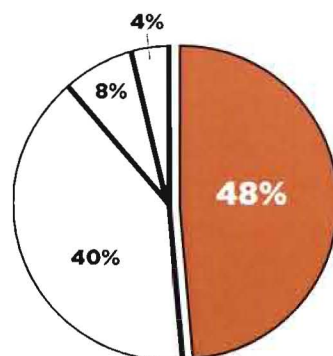
WHY DURACELL?

Duracell has grown from a 37% share of the category to a 48% share over the past seven years, outpacing the competition.*

Duracell® Market Share in Medical is 69%.

Every battery is tested twice when it comes off the line, receives an environmental conditions test, and comes with a 'quality guarantee'.

Duracell is consistently ranked as one of the world's leading brands, the only battery to make the list.



Duracell® CopperTop™ leads the industry as having the highest brand loyalty among consumer battery brands and Duracell® Procell® leads the industry with the highest brand loyalty rating among professional battery brands.

48% Duracell 8% Rayovac
40% Energizer 4% Other



**CRITICAL TO
YOUR DEVICE
CRUCIAL TO
WHAT YOU DO**

TRUSTED EVERYWHERE



Duracell is the Trusted Power for many mission critical devices that assist in delivering quality care in medical facilities and increased productivity.

HEALTHCARE CHANNEL DEVICES | BATTERY GUIDE

PATIENT'S ROOM:

TV Remotes: AA, AAA, J
Wall Clock: AA, AAA
Smoke Detectors: AA, 9V
Thermostats: AA, AAA, 9V
Heart Rate Monitor: 2032, N, 76S, 303/357
Diagnostics: C, AA, AAA
Infusion Pumps: C, AA, 9V, 303/357
Oxygen Pump: D, 9V
Digital Clock: AA, 9V
CO2 Monitors: AA, 9V
O2 Analyzer: AA, AAA
Chair Alarm: AA, 9V
Cardiocheck analyzer: AA
Coagusense analyzer: AA
Scope/Light sources: AA, DL2032
Laryngoscopes: AA, C
Finger Pulse Oximetry: AA
Sphygmomanometer: AA
Diagnostic Equipment: AA, AAA, C

IN-ROOM BATHROOM

Paper Towel Dispenser: D, C
Air Freshener: C, D, 9V
Automatic Faucet In Sink: AA, C, D
Automatic Soap Dispenser: C
Flushometers: AA, C, D
Hand Sanitizers: AA, C

NURSE'S STATION:

Camera: AA, AAA, 123
Thermometer: AA, AAA
Centrifuge: AA, AAA
Glucometer: 2032, 2450, 76A
Blood Pressure: AA, AAA
Pulse Oximeters: AA, AAA 303/357

Telemetry Devices: 146G, 9V, AA
Label Makers: AA
Defibrillators: 123
Blood Pressure Monitor: AA, AAA
Infusion Pumps: 9V
Digital Thermometers: AAA, 2032, 9V, 384/392, 303/357

Hand Sanitizers: AA, C
Thermostats: AA, AAA, 9V
O2 Analyzer: AA, AAA
Flashlights: AA, C, D
Genius Thermometers: AA
Iontophoresis Machine: AA
PCA Pumps: AA, C
PT Machines: AA, 9V
Scales, Pediatric: DL2032
Syringe Pumps: AA, C
Tempanic Thermometer: AA, 9V
Transmitters: AA
Cardiocheck analyzer: AA
Coagusense analyzer: AA
Summit Doppler: AA, C
NDD Pulmonary Function tester: AA, C

Scope/Light sources: AA, DL2032
Laryngoscopes: AA, C
Finger Pulse Oximetry: AA
Sphygmomanometer: AA
Diagnostic Equipment: AA, AAA, C

LAB:

Microscope: AA
Scales: AA, AAA, 9V
Centrifuge: AA, AAA
Blood Testing: AA, AAA, 2032
pH Monitors: AA, AAA, 9V
Hand Sanitizers: AA, C

PLANT OPERATIONS:

Flashlights: AA, AAA, AAAA, C, D, 123
Electrical Tester: AA, 9V
Clamp On Meters: AA, 9V
Circuit Tester: 9V

EMERGENCY ROOM:

Defibrillators: 123
Otoscope: AA, C
Blood Pressure Monitor: AA, AAA
Pulse Oximeters: AA, AAA, 303/357

ADMINISTRATION:

Office Equipment: AA, AAA, C, D, 9V
Calculators: AA, AAA
Pencil Sharpeners: AA, AAA
Tape Recorders: AA, AAA
Wireless Mouse: AA, AAA
Laser Pointers: AAA
Electric Staplers: AA, AAA
Projector Remotes: AA, AAA
TV/DVD Remotes: AA, AAA
Flashlights: AA, AAA, AAAA, C, D, 123
Cameras: AA, 123, CR2, 223, CRV3
Hand Sanitizers: AA, C
Thermostats: AA, AAA, 9V
Dictation Machines: AA, AAA
PT Machines: AA, 9V
Scales, Pediatric: DL2032
Test Equipment: AA
Transmitters: AA
WiFi sensors: AA
Circuit boards/Memory backup: DL2032
Time/Date machines: DL2032



SECURITY/SAFETY OFFICE:

Two-Way Communication: AA, AA, 9V
Flashlights: AA, AAA, AAAA, C, D, 123
Handicapped Door Openers: 9V
Metal Detectors: C
Cameras: AA, 123, CR2, 223, CRV3
CO2 Detectors: AA, 9V
Breathalyzers: AA, AAA, 9V

CHILDREN'S AREA/DAYCARE:

TV/DVD Remote: AA, AAA
Hand Sanitizers: AA, C

BIO-MED:

Telemetry Devices: AA, AAA, 146G
Pulse Oximeter: AA, AAA, C, N
Otoscope: AA, C
Ophthalmoscope: AA, C
Laryngoscopes: AA, AAA, C
Dermascope: C
Spirometer: AA
Voltmeter: AA, AAA, C, D, 9V
Multimeter: AA, AAA, C, D, 9V
Amp Meter: AA, AAA, C, D, 9V
Clamp On Meter: AA, AAA, C, D, 9V
pH Monitors: AA, AAA, 9V
Heart Monitors: AA, 2032
Digital Thermometers: AAA, 2032, 9V, 384/392, 303/357
TV/DVD Remotes: AA, AAA

PHARMACY:

Hearing Aids: 10, 13, 312, 675
Glucometer: J, N, 2032
Basic Communication Devices: AA, AAA, 9V
Hand Sanitizers: AA, C

DOCTOR:

Pager: AA, AAA, AA, N
Cellphone: Instant USB Charger
Flash Light/Pen Light: AAA
Otoscope: AA, C
Heart Rate Monitor: AA, 2032

RESTROOMS-GENERAL:

Automatic Towel Dispenser: AA
Air Freshener: AA
Automatic Faucet In Sink: AA
Automatic Urinals: AA
Automatic Toilets: AA
Automatic Soap Dispenser: C
Hand Sanitizers: AA, C

AUDIO/VISUAL ROOM:

Cameras: AA, 123, CR2, 223, CRV3
Microphones: AA, 9V
Laser pointers: AA, AAA
Wireless Controllers/Remotes: AA, AAA
Voice Recorders: AA, AAA

ALKALINE BATTERIES

DURACELL QUANTUM

Our most advanced and longest lasting alkaline battery ever. More active ingredient packed into Quantum's HI-DENSITY CORE™ produces more power. Improved Powercheck™ allows you to see remaining power at the press of a button. Guaranteed fresh for 10-years in storage.



DURACELL COPPERTOP

Duracell CopperTop Batteries are designed for long-lasting, reliable power and are suitable for low-drain devices such as door locks, hand sanitizers, and flashlights. Each battery is individually coded and guaranteed fresh for 10 years.



DURACELL PROCELL

Duracell Procell batteries are designed and packaged for the B2B marketplace and also engineered for intermittent use.



SPECIALTY BATTERIES

LITHIUM BATTERIES

For applications with a high current pulse and continuous drain, Duracell offers high rate 3- and 6- volt lithium batteries. They deliver long-lasting power to keep up with today's high-tech flashlights, medical equipment, flash units, and many more high-tech devices. Wide operating temperature extremes (-40°F to 140°F).

COIN CELLS With Duralock Power Preserve™ Technology

These coin cells with lithium, silver oxide, or alkaline chemistries can power electronic devices including calculators, remotes, memory backups, and testing meters. High capacity, low self-discharge for longer service life to increase productivity.

MEDICAL BATTERIES

Get the reliable performance you need for your critical medical devices. These batteries fit in glucose meters, blood-pressure monitors, defibrillators, pulse oximeters, body composition analyzers, and more. High capacity, low self-discharge for longer service life to increase productivity.



HEARING AID BATTERIES With Duralock Power Preserve™ Technology

Duracell EasyTab Hearing Aid batteries with extra-long tabs make the batteries easier to remove from the package, easier to hold, and easier for your patients and residents to insert into their hearing aids. With longer tabs than ordinary hearing aid batteries and a compact, lightweight case, Duracell has made the entire process of replacing hearing aid batteries easier than ever!

BUTTON CELLS With Duralock Power Preserve™ Technology

Whatever kind of watch you have, it's likely that one of these silver oxide button batteries can power it. Duracell Specialty batteries are designed for small electronics including watches. They offer reliable, long lasting, and optimum performance. High capacity, low self-discharge to increase productivity.

SECURITY BATTERIES

Get the power and reliability you need for your important security devices. The batteries offer long-lasting power. Mercury free.