

# Energizer®



## OEM CHANNEL CATALOGUE



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**Makers of the  
WORLD'S LONGEST  
LASTING AA BATTERY\***

\*Energizer® Ultimate Lithium™ Not available in all Markets.



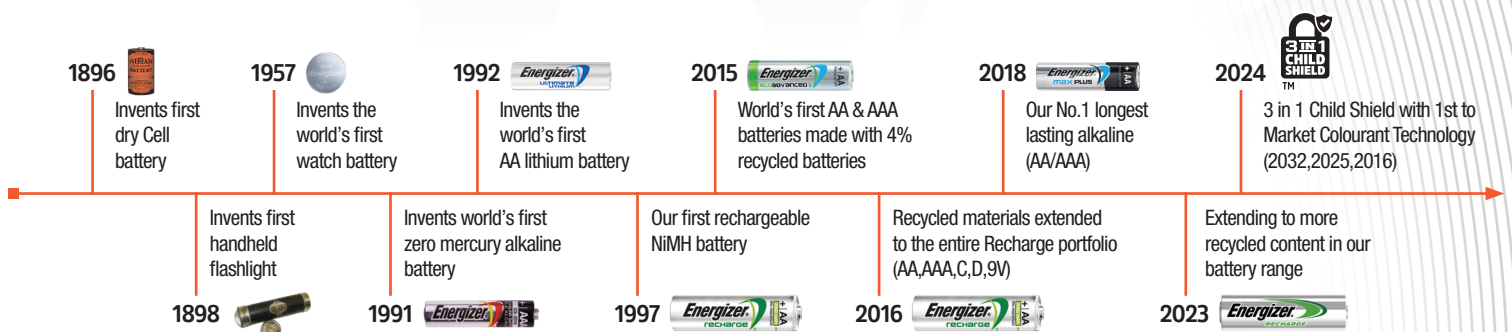
# ABOUT US

**Energizer** is leading the power category worldwide with a powerful portfolio of ground-breaking products and consumer-led innovation.

Our battery products are sold in more than 140 markets around the globe.

We offer simple solutions for an on-the-go world full of technology and connectivity.

Our mission has been to innovate, with both performance and responsibility in mind, to maximise performance in our products to give power that our customers can use and depend on.



## → Innovation at the heart of our strategy

From the first dry cell battery back in the 1890's, we have continuously built a rich history of powerful advancements with innovation always at the heart of the strategy.

# POWERING YOUR OEM NEEDS



# Energizer®

## WHY PARTNER WITH ENERGIZER?

As one of the world's premium battery suppliers for OEM manufacturers and distributors, **Energizer** provides a comprehensive product portfolio of premium brands to accommodate unique needs in the OEM industry.

These great products are supported by our Global team, who will work directly with you, our OEM partners and distributors. Our goal is to supply you with a wide range of performance products supported by our dedicated technical support team that understands your unique business needs.



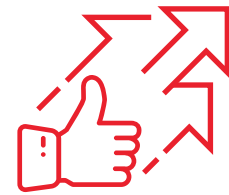
### → Powering your OEM Needs



**Logistics and supply chain excellence to access** our formidable global footprint of manufacturing and distribution facilities.



**Innovation and Quality built in** our battery category over years of engineering innovation and investment, and multiple world firsts.



**Customer confidence** to maximise a great consumer experience by powering your device with powerful, long-lasting and reliable **Energizer®** batteries.



**Competitive Advantage** to optimise sales, differentiate your products and engage with your new consumers, through the global **Energizer®** brand.



**A Powerful Marketing Tool** to amplify shopper experience! It showcases your device fitted with premium **Energizer®** batteries, being ready to deliver unparalleled power when your consumer needs it.

# SUSTAINABILITY



## → Doing the right thing for the planet and our customers

At **Energizer**, we are focused on reducing the impact our company and products have on the environment. Our purpose is to responsibly create products that make people’s lives easier and more enjoyable. We ensure consumers can enjoy our products today without sacrificing tomorrow.



For the full sustainability report scan the QR code



**Greenhouse gas emissions reduced** more than 27,000 MTCO<sub>2e</sub> between 2021 and 2023 throughout our operations.



In Europe, we are **saving approximately 3,600 tons of plastic over the next 10 years<sup>1</sup>** due to our transition from plastic to paperboard packaging.



Across all of our international manufacturing sites, **approximately 41% of all waste generated is recycled.**



**Energizer invites you to join our long-lasting journey to a better future.**

## → Our program, which runs through 2030, includes three core goals:

Goal	Goal Year	Progress Towards Goal
<b>Our Product Sustainability Goal</b> <ul style="list-style-type: none"> <li>100% of new products will have a sustainability assessment by <b>2025</b>.</li> </ul>	<b>2025</b>	<b>COMPLETE</b> <b>100%</b>
<b>Our Sustainable Packaging Goal</b> <ul style="list-style-type: none"> <li>30% recycled content in packaging by 2030. Goal is measured by looking at all product packaging by weight.</li> <li>Packaging is defined as all primary (consumer selling unit) and secondary (shipping unit) packaging.</li> <li>Recycled content includes only post-consumer recycled content.</li> </ul>	<b>2030</b>	Currently over 50% recycled content in our packaging <b>100%</b>
<b>Our Climate Emission Goal</b> <ul style="list-style-type: none"> <li>30% reduction of our scope 1 and scope 2 greenhouse gas (GHG) emissions by <b>2030</b>.</li> </ul>	<b>2030</b>	Reduction of more than 27,000 MTCO <sub>2e</sub> between 2021 and 2023. <b>70%</b>

<sup>1</sup> Based on FY21 production volumes over 10 years.

# BATTERIES



## HOW TO CHOOSE THE

### BATTERIES COMPARED

#### SPECIALTY

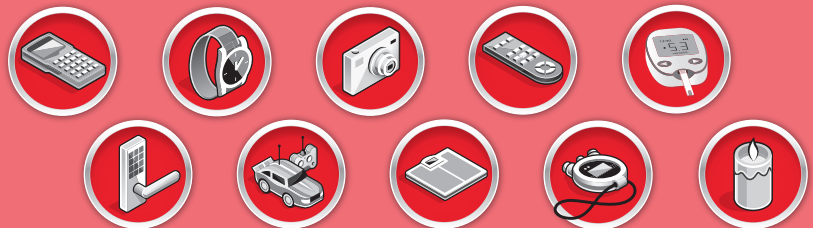
Usage

Specific formats

Product advantages

- Zero added mercury
- Wide range to power all kinds of small devices
- Our Long-Lasting lithium coin

Type of devices



Formats

SPECIFIC FORMATS

Volume Packs

VPX

# THE RIGHT BATTERY?



PERFORMANCE



## ENERGIZER MAX®

Long lasting power  
for everyday devices

- 12-year shelf life (AA)
- 10-year shelf life (AAA, C and D)
- 5-year shelf life (9V)



AA, AAA, C, D, 9V

VPX, SW1, SW2, SW3, SW4

## ENERGIZER® ULTIMATE LITHIUM™

For demanding devices  
and outdoor usage

- Makers of the World's Longest Lasting AA Battery<sup>1</sup>
- Performs in extreme temperatures from -40°C to 60°C
- 25-year shelf life (AA/AAA)



AA, AAA, 9V

VPX, SW2

<sup>1</sup> Energizer® Ultimate Lithium™ Not available in all Markets.

**Energizer**  
ULTIMATE  
LITHIUM™

**ULTIMATE  
LITHIUM™**

**The World's Longest  
Lasting AA Battery<sup>1</sup>**



**LONGEST LASTING**

**World's Longest Lasting AA Battery<sup>1</sup>**  
**Includes recycled materials<sup>2</sup>**

**TYPES OF DEVICES**



**OUTDOOR USAGE**

**Performs in extreme temperatures**



from -40°C



to 60°C

**IDEAL FOR PORTABLE  
DEVICES**

**25% (9V) to 33% (AA/AAA) lighter** than standard Alkaline

**EXCEPTIONAL  
RELIABILITY**

**25-year shelf life (AA/AAA)**

**100% leak proof** based on standard use

Energizer® Ultimate Lithium™

CELL TYPE

SIZE

VOLTAGE

L91

AA

1.5

L92

AAA

1.5

522

9V

9



# Energizer<sup>®</sup> MAX<sup>®</sup>

**Long Lasting Power  
for Everyday Devices**

**MAX<sup>™</sup>**



**POWERSEAL<sup>™</sup>  
TECHNOLOGY**

**Energizer MAX<sup>®</sup> AA Technology:**

Delivers long runtime and designed to protect your devices from leakage of fully-used batteries in devices for up to 2 years








**RELIABLE**

**12-year shelf life (AA)  
10-year shelf life (AAA/C/D)  
5-year shelf life (9V)**

**TYPES OF DEVICES**



Energizer MAX <sup>®</sup>	CELL TYPE	SIZE	VOLTAGE
	E91	AA	1.5
	E92	AAA	1.5
	E93	C	1.5
	E95	D	1.5
	522	9V	9

# Energizer®

**Specialty**

**Small in Size, Big on Performance**



**WIDE PORTFOLIO**

**A battery for every need**

Full range of speciality batteries to power all kinds of small devices

**TYPES OF DEVICES**



**SAFE SOLUTIONS**

**Zero added Mercury**  
on 100% of the portfolio



**LITHIUM COIN CELL**

**Our Long Lasting Lithium Coin**



**MULTIPACKS**

**Volume packs available**



Energizer

CELL TYPE

123	AAAA/E96	CR2025
CR2	CR1220	CR2032
A76	CR1632	CR2450
N/E90	CR2016	A23



**From the World's #1 Specialty Brand<sup>1</sup>**



The **ONLY** coin lithium cell with Colour Alert technology

### CHILD SAFETY FEATURES

Introducing the world's first bulk coin lithium battery designed with two layers of defence – bitter taste to deter ingestion, and Colour Alert that activates when it comes in contact with saliva.

### A SMALL CHANGE FOR A SAFER HOME

Energizer is the **world's first brand** to offer bulk coin batteries with 2 lines of defence, a non-toxic bitter coating, and the exclusive Colour Alert Technology. Together, these features help prevent accidental ingestion and help detection.

At Energizer, we strive to provide both long-lasting performance and child safety we strive to provide both long-lasting performance and child safety features.



#### Bitter Taste

As a **FIRST** line of defence, a bitter coating is applied to the cell to discourage swallowing and help prevent ingestion.



#### Colour Alert Technology

The **ONLY** coin lithium cell with this second line of defence. Colour alert triggers visible blue dye in mouth indicating the battery has interacted with saliva and medical attention is required.



**COLOUR ALERT+ BITTER COATING**

**Available in bulk tray**

<sup>1</sup> Based on Scan Sales

# Energizer®

## FOR MORE INFORMATION

Product sheets and technical specifications available through: [contactenergizer.com/oem](http://contactenergizer.com/oem) or directly from your account representative.

### OEM contacts:

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