



## THE MARKET

Australians are unplugged. They play, communicate, calculate and plan all with the help of portable power. Energizer® batteries power the lifestyle of this on-the-go society. In fact, the average Australian household owns more than ten battery-operated devices, and that number continues to climb. In a technological game of leapfrog, devices evolve as battery power improves to make way for the next generation of gadgets and gizmos.

More devices with added bells and whistles are certainly one trend that drives the category. Smaller devices are another. For example, music machines once the size of a small suitcase now fit in the palm of the hand. This trend toward miniaturisation has made AA and AAA size batteries the workhorses of the category, making up more than half of the battery market.

In short, there is an ever increasing demand for reliable batteries that can keep pace with today's mobile lifestyles. Energizer continues to be the leading premium alkaline power source that "never says die".

## ACHIEVEMENTS

Energizer invented alkaline batteries in the late 1950s and has continued to enhance them over the years. Since 1960, the service life of an Energizer battery has improved dramatically. Anticipating the trend toward high-tech devices, Energizer led the industry in designing batteries to meet the power requirements of these sophisticated devices.

The company continues to innovate in all segments of the battery category. Energizer was the first company to design and introduce a super premium battery, the Energizer® e™; Energizer

was the first to harness the power of lithium in a AA cell size; and the first to revolutionise the rechargeable category when it introduced high-powered nickel metal hydride (NiMH) cells.

*Energizer* is the world's largest manufacturer of batteries and portable lighting products.

*Energizer* products are distributed in more than 160 countries and the company manufactures nearly one out of three batteries sold in the world.

## HISTORY

More than a century ago in the 1890s, Joshua Lionel Cohen began selling his latest invention. This was a tiny battery-and-bulb device used to illuminate flowers in a pot, and Conrad Hubert, who operated a New York City restaurant, was so impressed that he quit his job to sell the devices for Cohen. When the power failed in a restaurant where Hubert had just installed the flowerpots, he had an inspiration—put the "flowerpot lights" in

people's hands.  
And the seeds for



the Eveready Battery Company - and portable power - were planted.

Hubert acquired the patent for the first Eveready® "electric hand torch" in 1898. His first flashlights were handmade, consisting of a dry cell battery, a bulb, and a rough brass reflector inside a paper tube. By 1900, his flashlights were being

sold in London, Montreal, Paris, Berlin - and Sydney.

Hubert's company became American Ever Ready in 1905 to emphasise the dependability of its flashlight products and merged in 1914 with National Carbon Company. The newly formed company, which was the only manufacturer specialising in both battery and lighting products, merged with Union Carbide Company three years later, and, as it expanded, the company's "Eveready" brand name became synonymous with power and reliability.

Over the course of several decades, the company continued to grow, focusing upon its strong reputation as the dependable battery that a consumer could trust.

The batteries were certainly reliable, but one young, persistent scientist knew they could be better, and his work launched a new era for the company. Assigned to an existing *Eveready* division in 1957, Lew Urry soon began to focus on an entirely new chemical system—a system known today as alkaline.

Urry made a mock-up of an alkaline battery from an empty flashlight shaft, inserted it into a toy car and tested it on the cafeteria floor - and the rest is history! Today alkaline batteries are the top-selling standard battery in Australia.

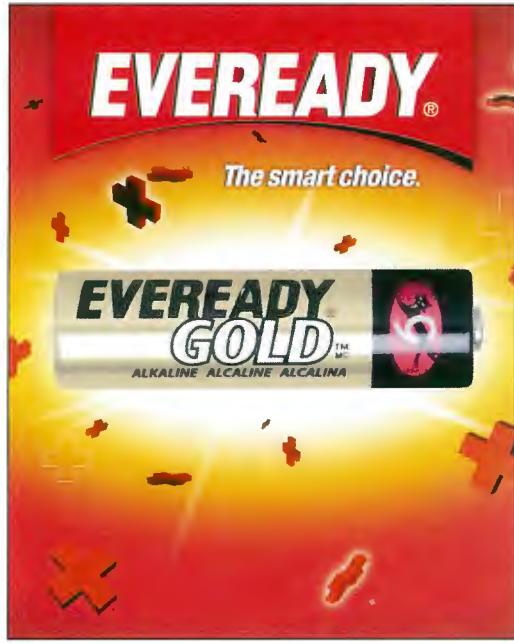
The history of the Ever Ready business goes back over 100 years in Australia as well. The manufacture of batteries in Australia commenced in 1901 in a small factory in Rowe Street, in the centre of Sydney. A few moves followed until the



factory was finally set up in Rosebery, Sydney, in the mid 1950s. In 1999, the company offices moved to Sydney Olympic Park and the company name was changed to *Energizer*.

## THE PRODUCT

*Energizer* offers a unique, complete portfolio of products designed to meet the distinct needs and expectations of different consumer groups. The flagship brand,



*Energizer*, offers premium, long lasting battery performance fuelled by a continuous commitment to product improvement.

At the top end, *Energizer e<sup>2</sup>* established the super-premium category. Advanced titanium technology and cell construction resulted in a super long-lasting battery specifically developed for high-drain devices, while the introduction of the *Energizer e<sup>2</sup>* lithium represented another first for the company with the introduction of the world's only lithium AA battery, and the world's longest-lasting AA battery in digital cameras.

However, not every electronic device is high-drain, and not every consumer needs the power of a lithium battery. To cater for these consumers the company produces value for money zinc-carbon and alkaline batteries under the *Eveready* brand. Eveready's Super Heavy Duty and Heavy Duty zinc-carbon batteries and the recently launched *Eveready Gold* alkaline battery provide excellent value for money without compromising the company's commitment to quality.

In addition to primary batteries, *Energizer* manufactures miniature batteries for hearing aids, watches, car and door remote controls, and other devices. In the rechargeable battery segment, *Energizer* provides nickel metal hydride batteries that are very suitable for high-drain devices, as they can be charged up to 1,000 times, which makes them exceptional value over time.

*Energizer* is also still the market leader in Australia in flashlights, with the *Eveready Dolphin* being the number one selling light in Australia.

## RECENT DEVELOPMENTS

*Energizer* continues to pioneer concepts that set new standards for innovation. To ensure that its products provide the performance required for today's advanced hi-tech devices, *Energizer* introduces new products and consistently enhances the existing range.

## PROMOTION

In 1986 *Energizer* took on board a well known 'larrikin' footballer Mark Jackson, and for the next ten years he told Australians on television the benefits of *Energizer* batteries. In the mid 1990s Mr Energizer, the current animated battery character was launched.

Mr Energizer is synonymous with the slogan "Never say die", which embodies the attitude of the brand. TV advertisements depict Mr Energizer's stamina in a number of situations – on the tennis court with Michael Chang and later with Patrick Rafter, battling a sumo wrestler, refusing to give up the secret of long life to aliens, bench pressing in a gymnasium, all to the theme of "Don't you ever give up?" "Nup". Mr Energizer's latest escapade is set at a wedding where he comes to save the day for the wedding photographer,



whose batteries run out at the critical moment. This advertisement exemplifies both Mr Energizer's dynamic personality and the brand's dependability when you need it most.

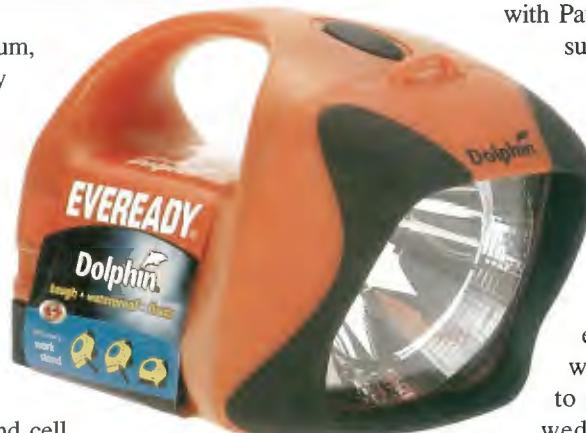
*Eveready* brand batteries, both Gold Alkaline, and the Heavy Duty and Super Heavy Duty zinc carbon, stand for quality at an affordable price... thus the slogan "The Smart Choice".

Dolphin is another well known brand from *Energizer*. This battery-operated lantern was designed in Australia nearly forty years ago. The lantern has had five updates over this time, but has always stood for a strong dependable battery-operated lantern, and has always been true to its slogan "It Takes a Lot of Beating".

## BRAND VALUES

*Energizer* has a unique place in the Australian market, as the only battery manufacturer which can supply the complete battery solution, no matter what the need. Its goal is to match consumer wants and needs with the most meaningful, reliable, long-lasting product offerings. As a result, *Energizer* offers the broadest product line-up in the industry.

*Energizer e<sup>2</sup>*, *Energizer*, *Eveready*, *Eveready Gold* and *Eveready Dolphin* are registered trademarks of *Energizer Australia Pty Ltd*.



## THINGS YOU DIDN'T KNOW ABOUT ENERGIZER

- *Energizer* manufactures nearly one out of every three batteries sold in the world.
- More than 25 chemical reactions take place within an *Energizer* battery in the fraction of a second it takes to turn on a device and have it start working.
- The *Eveready* brand has been selling in Australia since 1901.
- *Energizer* produces the world's longest-lasting AA battery... Lithium AA.
- 1999 marked the 40<sup>th</sup> anniversary of *Energizer*'s invention of the alkaline battery.