

# Energizer®

## THE MARKET

Portable phones, portable music, portable gaming accessories, portable computers, and portable lights . . . Americans are living life unplugged, taking their gadgets with them and relying on portable battery power. *Energizer* is meeting that need with a portfolio of products developed to provide innovative solutions to power people's lives.

## ACHIEVEMENTS

Founded more than 100 years ago, *Energizer* has long set the standard for innovation and achievement. With the creation of alkaline batteries in 1959, *Energizer* established itself as an industry leader in battery technology, and even today continues to offer innovations that reshape portable power. Some of the company's most significant milestones include:

- Inventing the “hand torch,” or flashlight, in 1898.
- Introducing the first miniature batteries for hearing aids.
- Introducing the first commercially available AA lithium battery. Now known as *Energizer® Ultimate Lithium*, the batteries are the world's longest-lasting AA and AAA batteries in high-tech devices.
- Untethering the cell phone from wall-based charging systems with the introduction of the *Energizer® Energi To Go® Instant Cell Phone Charger*, powered by two *Energizer® Ultimate Lithium* batteries.
- Revolutionizing the way smartphones are charged by introducing the *Energizer Inductive Charger*, featuring Qi, the new universal standard for inductive charging, in 2010.

Distributed in more than 160 countries and selling one of every three batteries purchased worldwide, *Energizer* is one of the world's largest manufacturers of batteries and portable lighting products.

## HISTORY

In the 1890s, Conrad Hubert, a Russian immigrant working in New York City and eventual



formed company was the only manufacturer specializing in both battery and lighting products. Three years later, Eveready acquired Union Carbide Company; as the company expanded, the Eveready brand name became synonymous with power and reliability.

## THE PRODUCT

From GPSs and digital cameras to smart phones, LEDs, and hearing aids, portable power is more important than ever, and *Energizer* continues to meet that demand by

offering a complete portfolio of long-lasting batteries, lights, and chargers. *Energizer® Max®* alkaline batteries are the perfect power solution for busy families. As the flagship of the *Energizer* product line, these dependable alkaline batteries are designed to deliver powerful performance that lasts. *Energizer Max* is available in a wide range of cell sizes from AAAA to D, providing long life for the devices people use every day, like toys, remote controls, and flashlights.

The shift to digital photography and consumers' love of high-tech, power-hungry devices inspired *Energizer* to once again revolutionize the portable battery power segment with the introduction of the first commercially available lithium AA batteries, now known as *Energizer® Ultimate Lithium*, and the world's longest-lasting AA/AAA batteries in high-tech devices.

In 2008 the company introduced *Energizer® Advanced Lithium* batteries, the gateway to lithium power and technology, and well-suited for the active on-the-go gamer as well. *Energizer® Advanced Lithium* provides

MORE<sup>1</sup> POWER for the devices people rely on. This high-performance battery fuels wireless gaming accessories up to 20 hours longer<sup>2</sup> and is one-third lighter than ordinary alkaline batteries, meaning gamers can move quickly and easily when using a handheld remote.

Also in 2008 *Energizer* launched the first mercury-free hearing aid batteries to hit the U.S. market. The tiny batteries — which *Energizer* was the first to debut globally in Europe in

founder of the Eveready Battery Company, came upon an interesting invention being sold by Joshua Lionel Cohen. It was a tiny battery-and-bulb device used to illuminate flowers in a pot. Hubert was so impressed with this gadget that he quit his job to sell them. One day while installing the flower pots in a restaurant, there was a blackout. Hubert had a revelation; he realized it was possible to put the power of light directly into people's hands.



Hubert moved quickly and acquired a patent for the first-ever Eveready® “electric hand torch” in 1898. The first flashlights were handmade and consisted of a dry cell battery, a bulb, and a rough brass reflector inside a paper tube. Within two years, the flashlights were being distributed in London, Montreal, Paris, Berlin, and Sydney, Australia.

Hubert's company, the American Electrical Novelty and Manufacturing Company, became American Ever Ready in 1906 to emphasize the dependability of its flashlight products, selling flashlights and batteries under the trademark Eveready®. American Ever Ready merged in 1914 with National Carbon Company — its six-inch-tall “Columbia” battery was the first battery used to power home telephones. The newly



2001 — are the best-performing *Energizer* zero-mercury hearing aid batteries to date.

Keeping gamers ready for action is an important job, and *Energizer* is up to the task. *Energizer*® Power & Play® charging systems are designed with backup power to keep Nintendo® Wii Remote™, Nintendo® Wii Fit™, Microsoft Xbox 360, and Sony Playstation 3 game controllers charged.

The *Energizer*®-branded All In One Charger will jumpstart your car and inflate your tires, and features AC/DC and USB power outlets. (Unfortunately, it will not complete your tax returns.) This compact charger received the *Popular Mechanics* 2010 Editor's Choice Award for its versatility and ergonomic, color-coded design.

The *Energizer*® Hard Case® Tactical® flashlights feature multiple lighting options, including colored LEDs and two specialized lights specifically designed to meet the specific needs of military personnel serving in the line of duty. The *Energizer*® 1AA Lithium Light, designed for law enforcement professionals, features a waterproof, aircraft-grade aluminum casing and shatter-proof lens.

*Energizer* continues to expand its lighting portfolio by developing hybrid-powered lights. The *Energizer*® Solar™ lights are perfect for campers, hikers, and fishing enthusiasts. Each light features an embedded solar panel plus a hand crank, DC outlet, or backup battery power option. The line consists of the *Energizer*® Solar™ Flashlight, *Energizer*® Solar™ Spotlight, and the *Energizer*® Solar™ Lantern.

*Energizer*® Weatheready™ Lights allow preparation for any emergency. The Weatheready™ Emergency Weather Station delivers room-filling area light and includes NOAA radio emergency alerts and a convenient USB port to charge cell phones, while offering a hybrid power solution of eight AA batteries or a self-powered crank.

## RECENT DEVELOPMENTS

As *Energizer* developed its brand over the years, its reliability and dependability remained strong and true. Still, the growth of the company brought about accomplishment, advancement, and further innovation.

Next-generation charging technology for smartphones has arrived with the *Energizer*® Inductive Charger. It offers an easy and convenient way to charge smartphones without cords and cables. This advanced technology features Qi (pronounced “chee”), the new universal standard for inductive charging, so it will power up devices like smartphones now and in the future regardless of manufacturer. The *Energizer* Inductive Charger is designed to work with Qi-enabled devices, whether Qi is built into the device or the device has a Qi accessory. It features two large charging zones that don't require locking the device into a precise position, so people can have their phone charged and ready to go when they need it. It also features a USB port to meet additional charging needs.

Growth has come through all the technological developments and innovations *Energizer* has

pioneered and also through the expansion of Energizer Holdings Inc. In an effort to reach consumers on an even more personal level, *Energizer* purchased Schick-Wilkinson Sword in 2003. Schick-Wilkinson Sword is one of the largest manufacturers and marketers of men's and women's wet shave products in the world and offers high quality in shaving technology. Its

# now that's positivenergy

portfolio of products has expanded in the past few years to include Quattro® — the first razor system with four blades, along with the first wet shave that edges and trims, the Schick® Quattro® titanium trimmer.

*Energizer* continued to increase its presence in the personal care industry to



reach a much broader consumer audience by acquiring Playtex Products in 2007 and Edge and Skintimate shave preparation brands in 2009.

## PROMOTION

Reigning as one of the most popular icons of all times, the Energizer Bunny® is unstoppable and always determined. The everlasting image of the *Energizer*® brand, the *Energizer Bunny* graced television screens in 1989 in his first commercial appearance. Cool and pink, this now popular bunny wore flip-flops and oversized sunglasses, all the while beating his own *Energizer* drum. Since the beginning of his career, the *Energizer Bunny* has appeared in more than 140 commercials. What started as a simple and fun message to prove *Energizer* better than the competition has developed into a timeless campaign that continues to be fresh and relevant, touting the *Keep Going*® message of *Energizer* products.

For both young and old, this loveable icon is a symbol of resolve. In 2006 *Energizer* launched

the *Energizer Keep Going*® Hall of Fame as a way to recognize everyday people with the same tenacity and energy as the *Energizer Bunny*. The first honorary member and official spokesperson of the *Energizer Keep Going*® Hall of Fame is National Baseball Hall of Famer Cal Ripken Jr.

Since 1988 *Energizer* has partnered with the International Association of Fire Chiefs (IAFC)

for the **Change Your Clock Change Your Battery**® program to remind families to change the battery in their smoke alarm when changing their clocks back to Standard Time.

**Now That's Positivenergy**™. *Energizer* is committed to helping consumers enjoy the things they love more responsibly. *Energizer*® Recharge® batteries can now be charged up to 250 more times,<sup>3</sup> providing long-lasting reusable power, which means people go through fewer batteries and can spend more time enjoying their favorite activities.

*Energizer* helps people stay connected when they're off the grid with portable chargers for phones and GPS units, solar-powered lights and lanterns, and *Energizer*® Ultimate Lithium batteries that last up to eight times longer<sup>4</sup> in digital cameras for up to eight times less waste.

Always the trendsetter, *Energizer*® Max® batteries were the world's first<sup>5</sup> mercury-free alkaline batteries, and *Energizer* in 2011 introduced 100 percent recyclable dial-packs for its mercury-free hearing aid batteries.

## BRAND VALUES

*Energizer* has a long-standing commitment to provide consumers with the most dependable and reliable products. *Energizer*'s focus on consistent and long-lasting battery power has made way for the broadest line of battery power in the industry. Americans depend on *Energizer* to power their lives.

<sup>1</sup> vs. *Energizer*® MAX®. Results vary by device.

<sup>2</sup> vs. *Energizer*® MAX®, AA only. Results vary by play and/or usage patterns.

<sup>3</sup> vs. ENR 2450 mAh AA.

<sup>4</sup> vs. *Energizer*® MAX®, Results vary by camera.

<sup>5</sup> Commercially available since 1991.

## THINGS YOU DIDN'T KNOW ABOUT ENERGIZER

- The year 2009 marked the 20th birthday of the Energizer Bunny.®
- *Energizer* developed the first commercially available AA lithium battery in 1992. Now the company has two industry-leading lithium offerings — *Energizer*® Ultimate Lithium, the world's longest-lasting AA/AAA batteries in high-tech devices, and *Energizer*® Advanced Lithium, perfect for the gamer on-the-go.
- *Energizer* introduced the first ever rechargeable flashlight in 1967.