



Panasonic

POWER YOUR DAY



PANASONIC BATTERIES

YOUR POWER PARTNER

| | | |
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Panasonic



100

100th Anniversary

The times have changed. Our intentions have not.

It all began 100 years ago. Panasonic's history started from the thought "We wish we could use lights and appliances at the same time." And now, our principle of adding a little more brightness to our lives remains unchanged. As our second century dawns, we're ready.

Panasonic was founded in 1918 by **Konosuke Matsushita**. That year, Panasonic introduced an improved attachment plug, which allowed people to power an electrical appliance from a light socket. Next was a double cluster socket that made it possible to power lights and appliances from a single source. Our principles of making life ever more comfortable originated from these small ideas.

Panasonic's 100th anniversary is upon us. To address the changing times, we continue to develop the products of the future worldwide, always cherishing the principles our founder defined for us one century ago.



A Better Life, A Better World

Panasonic is committed to creating a better life and a better world, continuously contributing to the evolution of society and to the happiness of people around the globe.



Panasonic Worldwide Group

Worldwide leading enterprise

Panasonic Corporation is one of the largest electronic product manufacturers in the world. It manufactures and markets a wide range of products under the Panasonic brand to enhance and enrich lifestyles all around the globe.

| | |
|--|--|
| Company name: | Panasonic Corporation |
| Head office location: | Osaka – Japan |
| President: | Kazuhiro Tsuga |
| Foundation: | March, 1918 (incorporated in December, 1935) |
| Net sales⁽¹⁾: | 7,343.7 billion yen |
| Number of employees⁽¹⁾: | 257,553 |
| Number of consolidated companies⁽¹⁾: | 496 (including parent company) |

Panasonic - A powerful Global Brand

10th Best Regarded
Company
of the 2017 Forbes
Global 2000 List

75th Best Global
Brand 2017*

* Source: www.interbrand.com

(1) as of March 31, 2017



Creating New Life with Energy

Batteries are essential to daily life. All around us, in the devices we need to work and play, Panasonic Energy is helping us not only to live, but to flourish. For more than 100 years, we've been creating products most trusted for performance, safety, and reliability. Our technology is driven by continuous research and development as we find new ways to extend endurance. Passion for quality has led to the supply of over 210 billion dry-cell batteries* to more than 120 countries, establishing Panasonic as the premier brand for convenience and value. With superior technology and a firm commitment to sustainability, we're leading the world to new life and new possibilities. *As of end of June 2017



Leading Energy Solutions for the Future

Panasonic's vision for the future centers on the need to develop products that offer greater convenience, a higher level of performance, and improved environmental sustainability. And we're already delivering on that promise. Some recent examples include the supply of next-generation lithium-ion batteries for Tesla Motors' electric vehicles, the development of wireless charging devices for mobile users, and our ever-increasing involvement in solar energy—and how we can use it to help people in remote areas. It's the dawn of a new and exciting era for Panasonic and the global community.

Next-generation
lithium-ion
batteries
for Tesla Motors



Revolutionary
wireless
mobile charging
technology for
bars and restaurants



Efficient solar
lanterns for
people without
power access



Ultra-reliable
battery power
for space
exploration



Historical highlights

Take a tour of the products and events that shaped Panasonic's evolution as a world-leading brand, driven forward by continuous innovation.

Panasonic Energy Device Business Division plays a vital role in the business of Panasonic Corporation, a trusted brand that grew from battery production a century ago. Our unparalleled know-how is reinforced by a culture of continuous innovation to develop new products offering increasingly better quality. Sold all over the world, Panasonic batteries are now made in 19 facilities in 13 countries. As we look toward the next 100 years with optimism, Panasonic affirms our commitment to innovation.

With a range of solutions to meet your needs in demanding applications and in any conditions, we continue to create new life with energy.

1979

Matsushita Battery Industrial Co., Ltd. established

Focusing on the future Konosuke Matsushita expressed a desire to "consider the future of batteries, then re-establish our battery businesses in every aspect" with the goal of becoming "the world's leading comprehensive battery manufacturer."



1969

National NEO Hi-Top manganese dry batteries debuts



Research into a battery with capacity three times that of Hyper and 1.5 times that of Hi-Top began immediately. After five years of intensive work, the NEO Hi-Top was released. With 918 patents and utility models, it boasted the world's longest battery life.

Matsushita Electric incorporated and a sister company, Matsushita Dry Cell Corporation, was established.

1935



1923

First battery-powered shell lamps released

In 1923, Konosuke Matsushita, founder of the business that became Panasonic, developed a breakthrough shell lamp for bicycles. A special battery assembly and new bulb provided 30 hours of operation, where two to three hours was average at the time.



1954

Released National Hyper, Japan's first fully metal-jacketed dry battery



National Hyper dry cell debuts While other brands entered into technical tie-ins with overseas manufacturers, a policy of developing world-class products using home-grown technology was maintained, with materials and parts made in-house to ensure consistent quality. By unifying effort in product development, the National Hyper was born.

Commenced production of Cadnica Ni-Cd batteries



1964

Developed lithium primary batteries (graphite fluoride BR line)



1976

Developed pin-type lithium battery for fishing floats



1978

Started production of coin lithium batteries for clocks, calculators, etc.

1970

Released Panacea Ni-Cd batteries



1967

Alkaline batteries released, developed compact sealed lead-acid batteries

1980

Started production of the world's first amorphous silicon solar cells



1963

National Hi-Top manganese dry battery released Following Hyper, the next challenge was batteries with twice the shelf life of existing products. Working within size limits and overcoming difficulties with chemical composition, engineers unveiled National Hi-Top, a "miracle" battery resistant to self-discharge and leakage that performed brilliantly in heat, cold, and humidity.

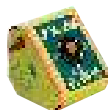
1937

Automotive lead-acid batteries released



1931

Started in-house production of dry batteries due to increased demand. Introduced the battery brand National for the square lamp.



1918

Matsushita Electric Housewares Manufacturing Works Established.

Higher quality. Better performance. Superior protection.

From our first battery lamp developed in 1923 by company founder Konosuke Matsushita to the latest Ni-MH cells powering next-generation electric vehicles, innovation has been Panasonic's guiding light.



1981

Commenced mass production of cylindrical lithium batteries for cameras



1991

Mercury-free manganese batteries released



With growing awareness about the need for corporations to unite in an effort to reduce environmental impact, Panasonic forged partnerships with the US and Europe towards developing ecologically responsible products, leading the way with safe and eco-friendly mercury-free manganese batteries.



Released Ultra Alkaline and Panasonic Alkaline batteries

1987

High-current Panasonic Alkaline batteries

1995

Started production of high-temperature-resistant coin lithium batteries for AV devices, backup and in-vehicle installation

1997

1992

Released mercury-free alkaline batteries



1989

Nickle-metal hydride batteries developed Development of more compact and light-weight batteries was achieved by downsizing and diversifying production equipment, leading to the release of a nickel-hydrogen storage cell and lithium-ion secondary battery.

1985

Development rechargeable lithium coin battery for AV devices and backup



Rechargeable eneloop released to the market

2005

2013

Released solar LED lantern Panasonic releases a multi-award-winning Solar LED Lantern. The two-piece lamp and solar panel product was able to supply hours of efficient illumination in areas with no access to electricity.



2009

Developed multi-purpose lithium-ion battery modules

2008

Released EVOLTA alkaline dry batteries Panasonic Corporation Energy Company established



2014

Panasonic eneloop goes global Rechargeable eneloop gains global distribution via the Panasonic network and sales continue to climb as consumers recognize the benefits of low cost and high performance.



2015

Solar storage system launches Panasonic eneloop's most advanced, cost-effective portable device recharging solution and long-lasting solar LED light is launched with the specific objective of bringing safe and reliable light to people without electrical access.



2017

Released EVOLTA NEO batteries



2018

100th Anniversary

Panasonic celebrates 100 years of innovation

Panasonic celebrates its 100-year anniversary, a milestone in a journey defined by continuous, unflagging innovation with a goal of ever-improving product quality. The company looks with optimism towards the next century and the improvements to quality of life it will bring to customers around the world.



440 million

More than 440 million eneloop rechargeable batteries shipped

More than 210 billion dry batteries sold in 120 countries...

210 billion

* As of end of June 2017.

Assuming a 5 cm average length and laid end-to-end, a total of 210 billion dry batteries would extend for a distance of

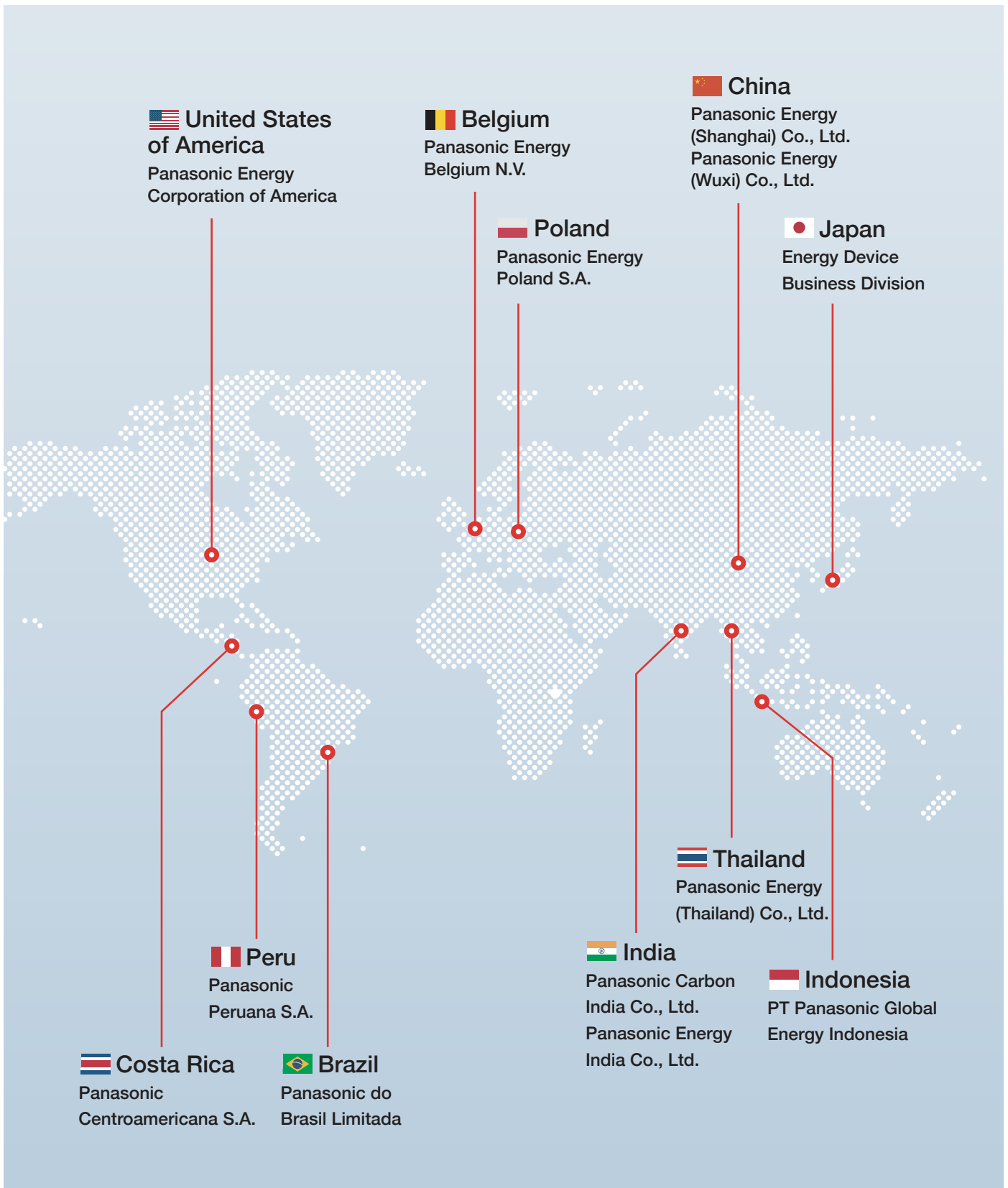
10,500,000 km



13 That's thirteen times to the moon and back.

* Please see Panasonic Battery Global Website for further details.

Panasonic Energy Divisions around the World



An Advanced Global Approach to Battery Production

Panasonic's holistic approach to manufacturing encompasses four key areas—research and development, production, quality control, and environmental effort—at a number of state-of-the-art facilities around the world. Guiding principles of continual product improvement and the strictest quality control are governed by our desire to deliver premium products to customers with minimal impact on the environment.

Research & Development

Developing High-Quality, High-Capacity Batteries

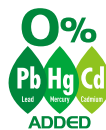
Continual research and development in all areas, from materials, production processes, and system technology at our dedicated lab facilities has kept Panasonic at the very forefront of battery design.

A focus on improving battery safety and endurance has led to high-value products that exceed expectations in every area.



Producing Products Without Specified Harmful Substances

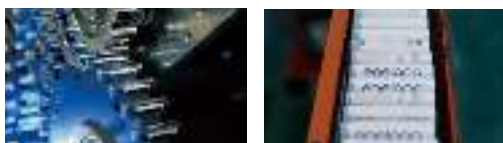
Panasonic zinc carbon batteries contain no lead, mercury or cadmium, while our coin batteries contain zero mercury.



Manufacturing

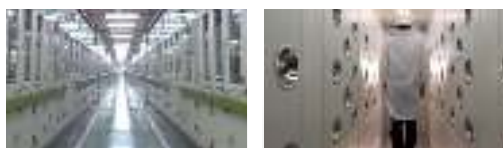
Integral Computer-Controlled Production Lines

Almost all batteries in the Panasonic family are made on fully automated and computer-controlled production lines for superior consistency of quality and greater efficiency.



Contaminant-Free Clean Facilities

The vast majority of production takes place in contaminant-free clean rooms that exceed all industry environmental standards. Advanced manufacturing techniques ensure the same highly consistent quality no matter where our products are purchased.



Quality Control

Pursuing Better Quality Batteries

More than two million batteries are produced and tested worldwide each year. We lead the industry in product quality with larger-scale testing facilities than our competitors. Furthermore, all batteries are subjected to severe five-category testing covering discharge performance, leakage resistance, shelf life, performance in extremal environments, and product stability over time.

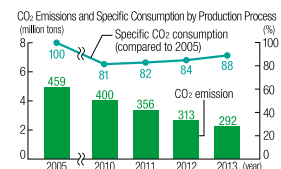


Environmental Efforts

Eco-Friendly Processes and Design

We limit our impact on the environment in a variety of ways:

- Reducing CO2 during production processes (Kasai Factory)



- Recycling resources (Wuxi Factory)



- ISO14001* and ISO9001 certification for all factories

We keep working and investing to

POWER YOUR DAY

Panasonic Energy: Global Promotion 2018

Panasonic

100

A CENTURY OF RELIABILITY

Since our founding in 1918, Panasonic has been dedicated to improving people's lives and to helping society progress.

We are now celebrating our 100th anniversary, thanks to all of our customers' support.

At Panasonic, we will continue to challenge ourselves, with unchanged hearts, as we aspire to **"A Better Life, A Better World"**.



Bring Magic Alive

Batteries are perceived as little magical instruments that give power to different appliances.

With its technical expertise, Panasonic wants to make the magic tangible.

That's why we have chosen the theme **"Bring Magic Alive"** for the 100 Years Anniversary campaign of Panasonic Batteries.

To highlight the magic even more, Panasonic Energy Europe is proud to announce the official partnership with *Cirque du Soleil*®.



bring
Magic
alive




Panasonic

100

100th Anniversary

Panasonic Energy: Official Partner of Cirque du Soleil¹



WHY WE LOVE THE FIT WITH *CIRQUE DU SOLEIL*[®]

| | | | |
|---|---|---|--|
|  <p>Nice alignment around "BRING MAGIC ALIVE"</p> | <p>It all started with a dream ... <small>(for both Panasonic and Cirque du Soleil)</small></p> | <p>Combining the unique design of Cirque du Soleil with Panasonic's high performing batteries</p> | <p>Outstanding look & feel ideal in "reminder" category</p> |
|---|---|---|--|

USE OF BATTERIES IN THE *CIRQUE DU SOLEIL*[®] SHOWS

| | | |
|--|--|--|
| <p>SOUND EQUIPMENT Microphones and speakers used by the band during the shows</p>  | <p>LIGHTING Headlights for the crewmembers, certain props/chandeliers</p>  | <p>AUDIO Headsets and earpieces</p>  |
|--|--|--|

ABOUT *CIRQUE DU SOLEIL*[®]

| | | | | | | | | | | | |
|---|---|--|-------------------|--|--------------|----------------------|------------------|--|-------------------------------------|--|-----------------------------------|
| <p>GLOBAL</p> <table border="1"> <tr> <td>110 CITIES</td> <td>+5K PERFORMANCES</td> <td>+10M ATTENDEES</td> </tr> </table> <p>YEARLY</p> | 110 CITIES | +5K PERFORMANCES | +10M ATTENDEES | <p>EUROPE</p> <table border="1"> <tr> <td>30 CITIES</td> <td>+600 PERFORMANCES</td> <td>+2M ATTENDEES</td> </tr> </table> <p>YEARLY</p> | 30 CITIES | +600 PERFORMANCES | +2M ATTENDEES | <p>ONLINE</p> <table border="1"> <tr> <td>9M FANS ON SOCIAL NETWORKS</td> <td>175K DAILY VIEWS ON THE CdS YOUTUBE CHANNEL</td> <td>80K DAILY WEBSITE VISITS</td> </tr> </table> | 9M FANS ON SOCIAL NETWORKS | 175K DAILY VIEWS ON THE CdS YOUTUBE CHANNEL | 80K DAILY WEBSITE VISITS |
| 110 CITIES | +5K PERFORMANCES | +10M ATTENDEES | | | | | | | | | |
| 30 CITIES | +600 PERFORMANCES | +2M ATTENDEES | | | | | | | | | |
| 9M FANS ON SOCIAL NETWORKS | 175K DAILY VIEWS ON THE CdS YOUTUBE CHANNEL | 80K DAILY WEBSITE VISITS | | | | | | | | | |
| <p>94% AWARENESS AMONGST LIVE ENTERTAINMENT BUYERS</p> | <p>8.8/10 BRAND LOVE</p>  | <p>65% REPEAT INDEX</p>  | | | | | | | | | |



**Panasonic Batteries
and *Cirque du Soleil*[®]
team up to
power your day!**



OFFICIAL PARTNER
TOURING SHOWS

CIRQUE DU SOLEIL[®]



(1) Participating regions: Europe, USA, Canada, Oceania and Taiwan.

Shopper insights

Purchasing behaviour



Research has shown that consumers have specific purchase behavior according to which products they buy. Some purchases are **planned** in advance, some are **impulse** – you are triggered in the store – and some fit in the **reminder** category – you know in advance you need to buy something, but you are reminded again in the store or in the online shop that you need this product. Batteries are found in this last category. **That's why in-store visibility is very important.** The Cirque du Soleil designs help us to stand out.



74% of the consumers never look for information before purchasing and make a decision in store

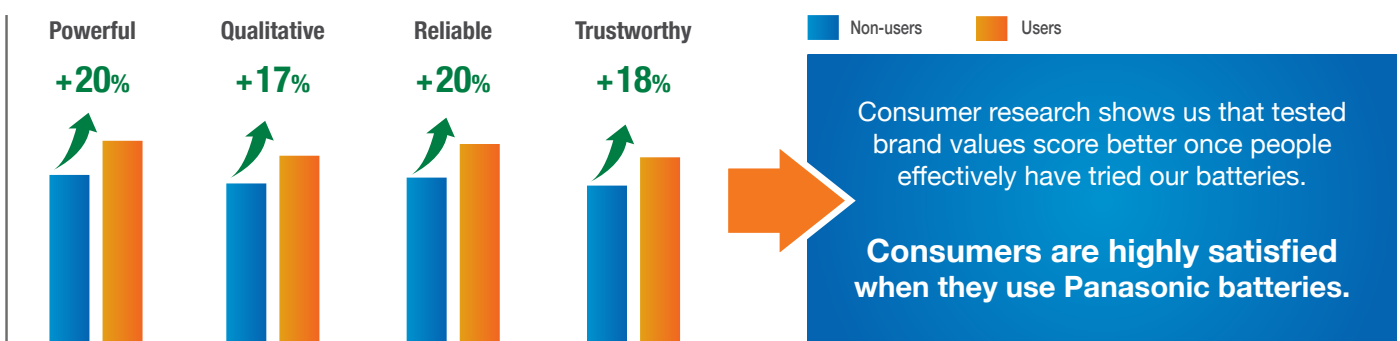


Visibility in store is very important

26% do search for information in advance

↳ 9% actively
17% passively

Panasonic Brand Values – users vs. non-users



Source: PECE consumer/shopper researches 2009-2017

Panasonic Energy Europe, your Professional Battery Partner

Panasonic Energy Europe: Headquarters

Panasonic Energy Europe is the European headquarter for consumer batteries and responsible for marketing, sales and distribution of consumer batteries for the whole of Europe. Panasonic Energy Europe is an important division of the Japanese company Panasonic Corporation, which is one of the largest and leading electronic product manufacturers in the world.

Since our foundation in 1918 Panasonic is recognized as an energetic, creative and proactive organization that consistently aims to exceed its customer's expectations, to translate its vision into providing products and solutions based on ideas that will enrich people's lives around the world through innovative thinking.



Our Mission

Being a leader in the **consumer battery category**, our **team** is passionate to bring as a **trusted partner**, expertise and superior **solutions** to our **individual customers** to achieve their **specific business needs**.

Our ultimate reward is to put **a smile on the consumer's face** as they **enjoy** our **top performing products**.



Panasonic Energy Europe, your Professional Battery Partner

Consumer
understanding

Expert in
category
management

Top class
supply chain
management

100%
dedicated
Sales & Marketing
organization
covering total
Europe

Panasonic Energy Europe, your Professional Battery Partner

An Organization 100% Dedicated to Batteries

- **BUSINESS :**
a battery dedicated company
- **INTEGRATION :**
Unified production, logistics and sales support
- **LOCAL MANUFACTURING :**
two European production sites:
 - Local flexibility and short delivery times
 - In line with EU quality and environmental standards
- **DISTRIBUTION :**
- European distribution centres in Belgium and Poland



- Panasonic Energy Europe nv - HQ
- Panasonic Battery Factory
- Panasonic European Distribution Centre

A CLOSER LOOK AT OUR FACTORIES



BELGIUM FACTORY

Located in: Tessenderlo, Belgium
Established in: September 29th 1970
Number of employees: 360 employees



Highly automated production of batteries from basic raw materials till labelling and packaging.



POLAND FACTORY

Located in: Gniezno, Poland
Established in: December 15th 1993
Number of employees: 344 employees

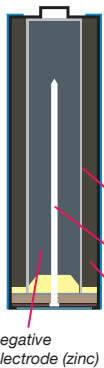
Highly automated production of zinc carbon and alkaline batteries, based on Panasonic's latest sustainable technologies, which gives high precision and accuracy to the battery manufacturing process.

Also check our PECE movie on YouTube: <https://youtu.be/0XEUJPjSRi4>.

Panasonic Energy Europe: Technical Expertise

NON-RECHARGEABLES (PRIMARY)

ALKALINE (p. 20-29) **1.5V/4.5V/9V**



ALLROUND BATTERY (for low to high drain appliances)

- Technology developed in 1957
- Negative electrode = zinc gel + additives
- Positive electrode = high density MnO₂
- Electrolyte inside the separator for smoother reaction
- Advanced structure with more components vs. zinc

4 Panasonic grades, specific for every type of appliances

4 ALKALINE RANGES

| | |
|---------------------------|--|
| EVOLTA | High premium grade, especially designed to ensure optimal performance for highest drain appliances. |
| Pro Power | Premium grade, developed to provide reliable and dependable power for all middle to high drain appliances. |
| Everyday Power | Performs well in devices with low and continuous energy consumptions. |
| Alkaline Power | Provides energy for your basic needs. |

ZINC CARBON (p. 30) **1.5V/4.5V/9V**

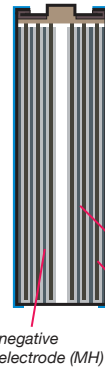


BEST USED IN LOW DRAIN APPLIANCES

- Technology developed in 1876
- Negative electrode = zinc can
- Positive electrode = MnO₂
- Electrolyte inside the positive electrode
- Basic structure

RECHARGEABLES (SECONDARY)

Ni-MH (p. 32-41) **1.2V**



BEST SOLUTION FOR HIGH DRAIN APPLIANCES RECHARGEABLE

- Technology developed in 1989
- Coiled positive electrode, separator and negative electrode results in less internal resistance

4 Panasonic grades, specific for every type of appliances

4 RECHARGEABLE RANGES

| | |
|---|--|
| Ready to Use min. 2450mAh (AA) min. 900mAh (AAA) | Optimal for heavy users who need batteries frequently for high current consuming devices. |
| Ready to Use min. 1900mAh (AA) min. 750mAh (AAA) | Ready to use, designed for frequent use, in high to medium appliances which need frequent recharging. |
| Ready to Use min. 1000mAh (AA) and telephone batteries | Ready to use, designed for occasional use or use in appliances which undergo frequent or constant charging – especially DECT phones. |
| High Capacity Avg. Ni-MH. 2700 (AA) Avg. Ni-MH. 1000 (AAA) | Perfect batteries for appliances in need of very high power. |

ECO-FRIENDLY: rechargeable up to 1000 times and more

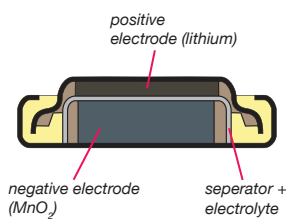


SPECIALTY BATTERIES (DRY-CELL – PRIMARY)

COIN LITHIUM (p. 44)

3V

IDEAL BATTERY FOR SMALL, ENERGY-HUNGRY APPLIANCES



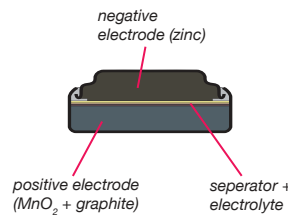
- High energy density
- Long storage life
- No deterioration
- Low self discharge
- Positive electrode = lithium
- Negative electrode = MnO_2
- Suitable for high drain, low drain, pulsed devices

lithium based

MICRO ALKALINE (p. 48)

1.5V/12V

ALLROUND COIN BATTERY (for low to high drain appliances)



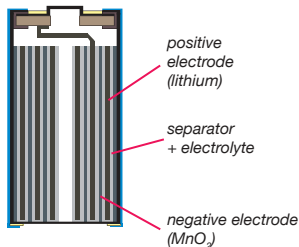
- **Equal construction as standard size alkaline battery**
- Stable discharge
- Excellent leakage resistance
- Negative electrode = zinc
- Positive electrode = MnO_2

zinc based

CYLINDRICAL LITHIUM (p. 46)

3V/6V

PREMIUM LITHIUM BATTERY FOR ENERGY-HUNGRY APPLIANCES



- 3 to 5 times higher energy density than standard size alkaline batteries
- Excellent performance in extreme temperatures (-40°C to +70°C)
- Positive electrode = lithium
- Negative electrode = MnO_2

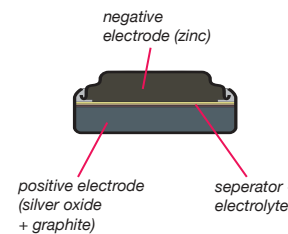
*example shown: CR-123

lithium based

SILVER OXIDE (p. 50)

1.55V/6.2V

PREMIUM COIN BATTERY (for low to high drain appliances)



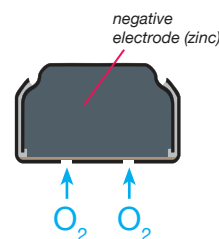
- Higher energy density
- Stable discharge
- Excellent leakage resistance
- Negative electrode = zinc
- Positive electrode = silver oxide
- Extra alkaline electrolyte

zinc based

ZINC AIR (p. 52)

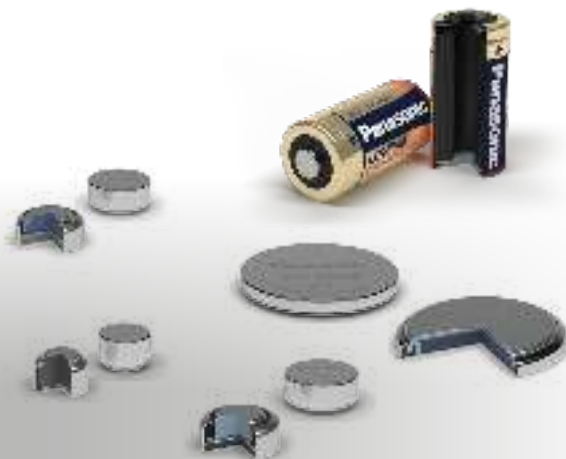
1.4V

EXCELLENT FOR HEARING AID



- Highest energy density of all electrochemical systems
- Chemical reaction with oxygen activates the battery
- Only 1 of the active materials inside the battery
- Negative electrode = zinc

zinc based





The Pinnacle of Alkaline Battery Technology

Panasonic Alkaline cells are a better class of battery. Intensive research and development has yielded three unique technologies: Anti-Leak Protection to prevent damage to appliances, Triple Tough Coating to reduce contact resistance for greater reliability, and Extra Power Formula to maintain power for longer in high-drain devices. Our alkaline family has improved resistance to impact and short-circuit, and delivers high performance with industry-leading safety levels. For endurance and reliability in high-current applications, Panasonic is clearly the best choice.



Protect Your Precious Things

Unique Gas-Suppression Technology

Panasonic Alkaline cells feature advanced Anti-Leak Protection that suppresses gas buildup when a battery is over-discharged or stored for a long period. Less pressure means less chance of structural failure and rupture, and protects your valuable devices from damage.



ANTI-LEAK PROTECTION⁽¹⁾

⁽¹⁾ If used correctly (see back side of blister)

Store Batteries Safely for Up to 10 Years⁽²⁾

You can depend on Panasonic Alkaline batteries to retain high power performance even after very long periods in storage. High-quality materials work to prevent degradation while Anti-Leak Protection minimizes the chance of leakage to ensure long-life stability before use.

POWER PROTECTION FOR UP TO 10 YEARS⁽²⁾ IN STORAGE

⁽²⁾ Keeps energy for up to 10 years when not used (LR03 - LR6 - LR14 - LR20). Not valid for APB.

PANASONIC BATTERIES PERFORM BEST IN INDEPENDENT LEAK TESTING

Independent testing for battery leakage resistance, conducted by leading certifications laboratory Intertek, has proven Panasonic Alkaline batteries are the most resistant to leaks in high-temperature and high-humidity conditions when the battery is in an unused state after a long period in storage.

* Tested by Intertek under specified high-temperature, high-humidity conditions. Panasonic interpreted results according to in-house standards.



Quality & Performance Mark for EVOLTA



Note: Pro Power battery also certified



For more information about Intertek testing, visit the Intertek website.

EVOLTA's Technical Innovations



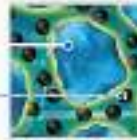
Material Evolution

Thanks to combining exclusive high-reactive ingredients (such as titanium) and high-purity manganese dioxide, the EVOLTA battery succeeds to generate extra voltage for power-hungry devices.

Conventional cell

Manganese dioxide

Graphite



EVOLTA

New high-purity manganese dioxide

Titanium additive



Engineering Evolution

With an homogenised filling density inside the EVOLTA batteries, the current is allowed to flow with much greater consistency, keeping these batteries working when competition has given up.

Conventional cell

Low density

High density

Uneven density



EVOLTA

Homogenised density



Structural Evolution

With an improved structural design which reduces the gasket and can size, there is a lot more space for active ingredients resulting in longer lasting performance. A strong internal structure and a tough outer coating ensures far better impact resistance.

Conventional cell

Uniform can thickness

Less volume

Thick gasket



EVOLTA

Increased inner volume

Ultra-thin can with varied thickness

Thin gasket technology



**All these technical innovations make EVOLTA
one of the LONGEST LASTING BATTERIES**

EVOLTA



The **EVOLTA** concept is a combination of “evolution” and “voltage” (power) – how our technology has grown to become pre-eminent in the industry.

EVOLTA is not just the No.1 Panasonic battery; it consistently outperforms our competitors’ premium products in commonly accepted independent performance tests.

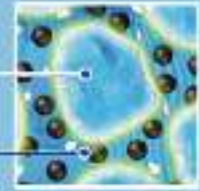


3 Technological Evolutions

Material Evolution

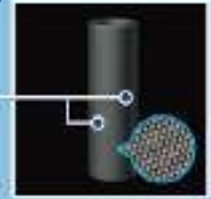
New high-purity manganese dioxide

Titanium additive



Engineering Evolution

Homogenised density



Structural Evolution

Increased inner volume

Ultra-thin can with varied thickness

Thin gasket technology



OUR **No.1** LONGEST LASTING ALKALINE BATTERY⁽¹⁾



LR03EGE
AAA

LR6EGE
AA

LR14EGE
C

LR20EGE
D

6LR61EGE
9V

POWER PROTECTION FOR UP TO **10 YEARS**⁽¹⁾ IN STORAGE

⁽¹⁾ Keeps energy for up to 10 years when not used.



ANTI-LEAK PROTECTION⁽²⁾

⁽²⁾ If used correctly (see back side of blister)



Specifications:

STANDARD BLISTERS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Carton | Cartons/ Bundle | Bundles/ Pallet |
|------------|---------------|------------------|-----------------------|---------------------|--------------------|--------------------|
| LR03 / AAA | 5410853044840 | LR03EGE/2BP | 2 | 12 | 5 | 164 |
| | 5410853044871 | LR03EGE/4BP | 4 | 12 | 5 | 164 |
| | 5410853044826 | LR03EGE/6BP 4+2F | 6 | 12 | - | 410 |
| LR6 / AA | 5410853044758 | LR6EGE/2BP | 2 | 12 | 5 | 114 |
| | 5410853044789 | LR6EGE/4BP | 4 | 12 | 5 | 114 |
| | 5410853044734 | LR6EGE/6BP 4+2F | 6 | 12 | - | 216 |
| LR14 / C | 5410853045137 | LR14EGE/2BP | 2 | 12 | 5 | 75 |
| LR20 / D | 5410853045120 | LR20EGE/2BP | 2 | 12 | 5 | 40 |
| 6LR61 / 9V | 5410853045144 | 6LR61EGE/1BP | 1 | 12 | 5 | 84 |



Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.

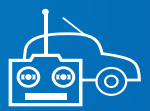
WIDE BLISTERS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Carton | Cartons/ Pallet |
|------------|---------------|------------------|-----------------------|---------------------|--------------------|
| LR03 / AAA | 5410853044796 | LR03EGE/8BW 4+4F | 8 | 12 | 360 |
| | 5410853059226 | LR03EGE/8BW 5+3F | 8 | 12 | 360 |
| | 5410853044802 | LR03EGE/8BW 6+2F | 8 | 12 | 360 |
| LR6 / AA | 5410853044727 | LR6EGE/8BW | 8 | 12 | 256 |
| | 5410853044703 | LR6EGE/8BW 4+4F | 8 | 12 | 256 |
| | 5410853059219 | LR6EGE/8BW 5+3F | 8 | 12 | 256 |
| | 5410853044710 | LR6EGE/8BW 6+2F | 8 | 12 | 256 |



High impact packaging with optimal product visibility & promotional message.

EVOLTA is most suitable for:



* Not all of the above appliances are suitable for all battery sizes. Please check packaging first.

Pro Power



The **PRO POWER** battery offers premium energy for your personal appliances. It is developed to provide reliable and dependable power, any place and any time.

With its very complete product line up, the **PRO POWER** battery is ideal for high and medium drain appliances.

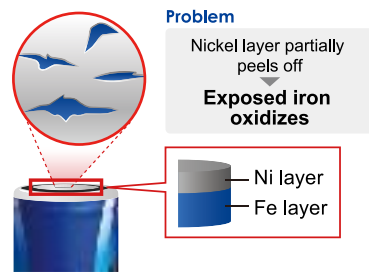


No Poor Connections, No More Stress

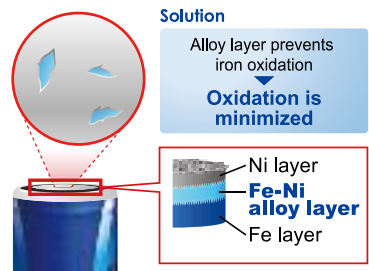
Triple Tough Coating for a Smooth Energy Flow

In conventional batteries, contact resistance on the terminals can build up and cause the nickel layer to peel off and the battery to fail. Triple Tough Coating solves this with an iron/nickel-plated alloy on the positive and negative terminals that improves adhesion and reduces contact resistance. The result? Enhanced energy flow and longer life.

Conventional Structure



Panasonic's Structure



TRIPLE TOUGH COATING

ADVANCED LONG LASTING ENERGY



POWER PROTECTION 10 YEARS⁽¹⁾
FOR UP TO 10 YEARS IN STORAGE

⁽¹⁾ Keeps energy for up to 10 years when not used.



ANTI-LEAK PROTECTION⁽²⁾

⁽²⁾ If used correctly (see back side of blister)

Specifications:

STANDARD BLISTERS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Carton | Cartons/ Bundle | Bundles/ Pallet |
|--------------|---------------|------------------|-----------------------|---------------------|--------------------|--------------------|
| LR03 / AAA | 5410853040125 | LR03PPG/2BP | 2 | 12 | 5 | 164 |
| | 5410853039006 | LR03PPG/4BP | 4 | 12 | 5 | 164 |
| | 5410853040156 | LR03PPG/6BP 4+2F | 6 | 12 | - | 410 |
| LR6 / AA | 5410853039891 | LR6PPG/2BP | 2 | 12 | 5 | 114 |
| | 5410853038948 | LR6PPG/4BP | 4 | 12 | 5 | 114 |
| | 5410853039921 | LR6PPG/6BP 4+2F | 6 | 12 | - | 304 |
| LR14 / C | 5410853038917 | LR14PPG/2BP | 2 | 12 | 5 | 75 |
| LR20 / D | 5410853038887 | LR20PPG/2BP | 2 | 12 | 5 | 40 |
| 6LR61 / 9V | 5410853038979 | 6LR61PPG/1BP | 1 | 12 | 5 | 84 |
| | 5410853041573 | 6LR61PPG/2BP | 2 | 12 | 5 | 84 |
| 3LR12 / 4.5V | 5410853039037 | 3LR12PPG/1BP | 1 | 12 | 4 | 80 |



Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.

WIDE BLISTERS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Carton | Cartons/ Pallet |
|------------|---------------|--------------------|-----------------------|---------------------|--------------------|
| LR03 / AAA | 5410853040170 | LR03PPG/8BW | 8 | 12 | 360 |
| | 5410853059103 | LR03PPG/8BW 5+3F | 8 | 12 | 360 |
| | 5410853040194 | LR03PPG/8BW 6+2F | 8 | 12 | 360 |
| | 5410853048497 | LR03PPG/10BW 6+4F | 10 | 12 | 360 |
| | 5410853040231 | LR03PPG/12BW | 12 | 12 | 360 |
| | 5410853040255 | LR03PPG/12BW 8+4F | 12 | 12 | 360 |
| | 5410853058977 | LR03PPG/16BW 10+6F | 16 | | |
| LR6 / AA | 5410853039945 | LR6PPG/8BW | 8 | 12 | 256 |
| | 5410853059097 | LR6PPG/8BW 5+3F | 8 | 12 | 256 |
| | 5410853039969 | LR6PPG/8BW 6+2F | 8 | 12 | 256 |
| | 5410853048480 | LR6PPG/10BW 6+4F | 10 | 12 | 256 |
| | 5410853040002 | LR6PPG/12BW | 12 | 12 | 256 |
| | 5410853040026 | LR6PPG/12BW 8+4F | 12 | 12 | 256 |
| | 5410853058960 | LR6PPG/16BW 10+6F | 16 | | |
| LR14 / C | 5410853041504 | LR14PPG/4BW | 4 | | |
| LR20 / D | 5410853041481 | LR20PPG/4BW | 4 | | |



High impact packaging with optimal product visibility & promotional message.

SPECIAL PACKS

| Model N° | CSU EAN | Re-order N° | Batteries/ CSU | CSU's/ Carton | Cartons/ Pallet |
|------------|---------------|--------------|-------------------|------------------|--------------------|
| LR03 / AAA | 5410853049487 | LR03PPG/24PD | 24 | 12 | 160 |
| | 5410853058434 | LR03PPG/30BB | 30 | 12 | - |
| LR6 / AA | 5410853049463 | LR6PPG/24PD | 24 | 12 | 96 |
| | 5410853058373 | LR6PPG/30BB | 30 | 12 | - |



Multiple use: in shelf, basket, underneath shelf.

PRO POWER is most suitable for:



* Not all of the above appliances are suitable for all battery sizes. Please check packaging first.

Everyday Power



Panasonic's **EVERYDAY POWER** battery is an ideal power solution for commonly used devices. It provides reliable and dependable power. **EVERYDAY POWER** batteries have an excellent price versus quality ratio.



LONG LASTING ENERGY



POWER PROTECTION FOR UP TO **10 YEARS** ⁽¹⁾ IN STORAGE

⁽¹⁾ Keeps energy for up to 10 years when not used.



ANTI-LEAK PROTECTION ⁽²⁾

⁽²⁾ If used correctly (see back side of blister)



Specifications:

STANDARD BLISTERS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Carton | Cartons/ Bundle | Bundles/ Pallet |
|------------|---------------|--------------|-----------------------|---------------------|--------------------|--------------------|
| LR03 / AAA | 5410853024750 | LR03EPS/2BP | 2 | 12 | 5 | 164 |
| | 5410853048077 | LR03EPS/4BP | 4 | 12 | 5 | 164 |
| LR6 / AA | 5410853024705 | LR6EPS/2BP | 2 | 12 | 5 | 114 |
| | 5410853047964 | LR6EPS/4BP | 4 | 12 | 5 | 114 |
| LR14 / C | 5410853047827 | LR14EPS/2BP | 2 | 12 | 5 | 75 |
| LR20 / D | 5410853047810 | LR20EPS/2BP | 2 | 12 | 5 | 40 |
| 6LR61 / 9V | 5410853047971 | 6LR61EPS/1BP | 1 | 12 | 5 | 84 |



Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.

WIDE BLISTERS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Carton | Cartons/ Pallet |
|------------|---------------|-------------------|-----------------------|---------------------|--------------------|
| LR03 / AAA | 5410853048015 | LR03EPS/8BW | 8 | 12 | 360 |
| | 5410853048008 | LR03EPS/8BW 6+2F | 8 | 12 | 360 |
| | 5410853049340 | LR03EPS/10BW 6+4F | 10 | 12 | 360 |
| | 5410853051770 | LR03EPS/12BW | 12 | 12 | 360 |
| | 5410853048039 | LR03EPS/16BW | 16 | 6 | 360 |
| LR6 / AA | 5410853047889 | LR6EPS/8BW | 8 | 12 | 256 |
| | 5410853047872 | LR6EPS/8BW 6+2F | 8 | 12 | 256 |
| | 5410853049326 | LR6EPS/10BW 6+4F | 10 | 12 | 256 |
| | 5410853051763 | LR6EPS/12BW | 12 | 6 | 256 |
| | 5410853047902 | LR6EPS/16BW | 16 | 6 | 256 |



High impact packaging with optimal product visibility & promotional message.

EVERYDAY POWER is most suitable for:



* Not all of the above appliances are suitable for all battery sizes. Please check packaging first.

Alkaline Power



Panasonic's **ALKALINE POWER** battery is a value for money solution for everyday appliances. It provides reliable and dependable power, and has an excellent price versus quality ratio.



**VALUE
FOR
YOUR MONEY**



POWER PROTECTION 7 YEARS⁽¹⁾
FOR UP TO IN STORAGE

⁽¹⁾ Keeps energy for up to 7 years when not used.



ANTI-LEAK PROTECTION⁽²⁾

⁽²⁾ If used correctly (see back side of blister)

Specifications:

STANDARD BLISTERS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Carton | Cartons/ Bundle | Bundles/ Pallet |
|------------|---------------|--------------|-----------------------|---------------------|--------------------|--------------------|
| LR03 / AAA | 5410853042907 | LR03APB/2BP | 2 | 12 | 5 | 164 |
| | 5410853039334 | LR03APB/4BP | 4 | 12 | 5 | 164 |
| LR6 / AA | 5410853042259 | LR6APB/2BP | 2 | 12 | 5 | 114 |
| | 5410853039273 | LR6APB/4BP | 4 | 12 | 5 | 114 |
| LR14 / C | 5410853039242 | LR14APB/2BP | 2 | 12 | 5 | 75 |
| LR20 / D | 5410853039211 | LR20APB/2BP | 2 | 12 | 5 | 40 |
| 6LR61 / 9V | 5410853039303 | 6LR61APB/1BP | 1 | 12 | 5 | 84 |



Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.

WIDE BLISTERS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Carton | Cartons/ Pallet |
|------------|---------------|--------------|-----------------------|---------------------|--------------------|
| LR03 / AAA | 5410853042174 | LR03APB/10BW | 10 | 12 | 360 |
| | 5410853043157 | LR03APB/20BW | 20 | 6 | 360 |
| LR6 / AA | 5410853042167 | LR6APB/10BW | 10 | 12 | 256 |
| | 5410853043133 | LR6PPG/20BW | 20 | 6 | 360 |



High impact packaging with optimal product visibility.

SHRINK PACKS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Carton | Cartons/ Bundle | Bundles/ Pallet |
|------------|---------------|-------------|-----------------------|---------------------|--------------------|--------------------|
| LR03 / AAA | 5410853041290 | LR03APB/8P | 8 | 6 | 5 | 208 |
| LR6 / AA | 5410853041238 | LR6APB/8P | 8 | 6 | 5 | 144 |
| LR14 / C | 5410853041320 | LR14APB/4P | 4 | 6 | 5 | 88 |
| LR20 / D | 5410853041351 | LR20APB/4P | 4 | 6 | 5 | 48 |



Compact & value for money packaging format.

ALKALINE POWER is most suitable for:

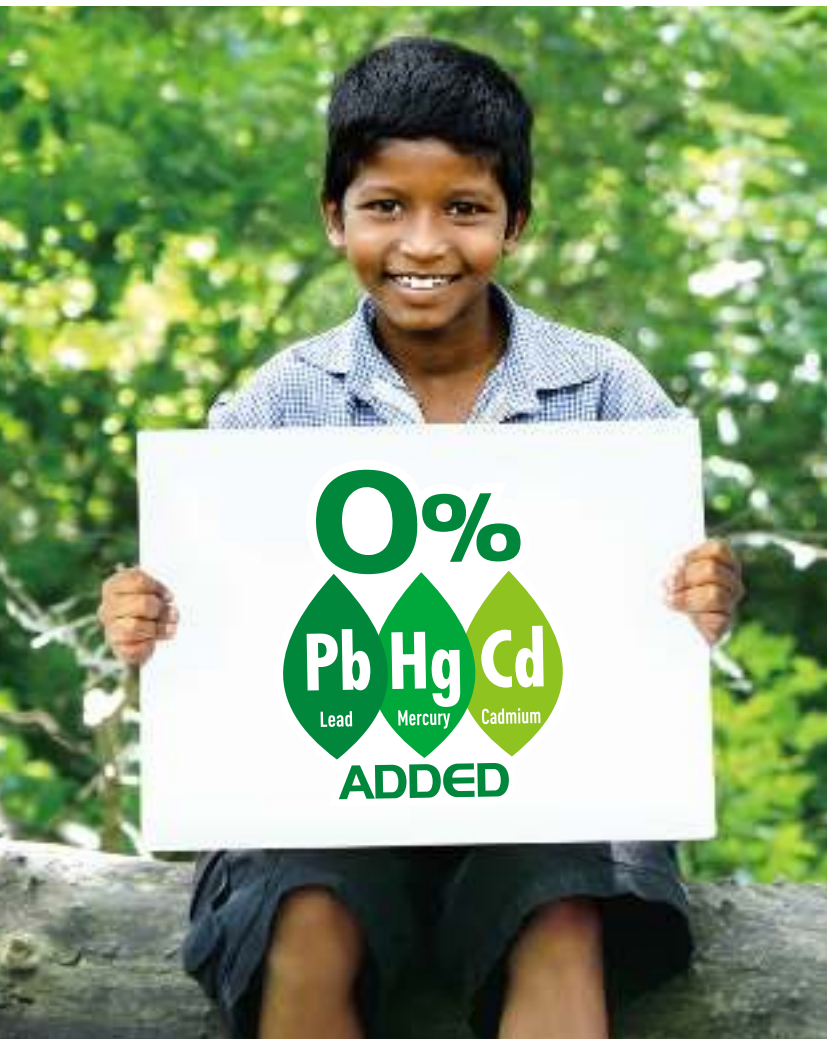


* Not all of the above appliances are suitable for all battery sizes. Please check packaging first.

Zinc Carbon

Red Zinc

Panasonic's **Zinc Carbon** batteries provide an economical power source for low drain devices.



Anti-leak protection by:

- Special sealing structure, which prevents leaking via the carbon rod or zinc can.
- The inner tube is used to prevent leaks caused by runout of the zinc can.
- Strong metallic outer can, to prevent damage caused by external pressure.

USE ONLY FOR LOW DRAIN APPLIANCES !



R03RZ
AAA



R6RZ
AA



R14RZ
C



R20RZ
D



6F22RZ
9V



3R12RZ
4.5V



Specifications:

STANDARD BLISTERS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Carton | Cartons/ Bundle | Bundles/ Pallet |
|-------------|---------------|-------------|-----------------------|---------------------|--------------------|--------------------|
| R03 / AAA | 5410853032861 | R03RZ/4BP | 4 | 12 | 5 | 164 |
| R6 / AA | 5410853032830 | R6RZ/4BP | 4 | 12 | 5 | 114 |
| R14 / C | 5410853032809 | R14RZ/2BP | 2 | 12 | 5 | 75 |
| R20 / D | 5410853032779 | R20RZ/2BP | 2 | 12 | 5 | 42 |
| 6F22 / 9V | 5410853032892 | 6F22RZ/1BP | 1 | 12 | 5 | 84 |
| 3R12 / 4.5V | 5410853033134 | 3R12RZ/1BP | 1 | 12 | 4 | 80 |

Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.



SHRINK PACKS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Carton | Cartons/ Bundle | Bundles/ Pallet |
|-----------|---------------|-------------|-----------------------|---------------------|--------------------|--------------------|
| R03 / AAA | 5410853034889 | R03RZ/4P | 4 | 12 | 5 | 208 |
| R6 / AA | 5410853034872 | R6RZ/4P | 4 | 12 | 5 | 114 |

Compact & value for money packaging format.



Panasonic's zinc carbon batteries provide an economical power source for low drain devices.

PRODUCT BENEFITS

- Simple and reliable technology
- Excellent price versus quality ratio
- Economical in terms of cost per hour for low drain appliances
- Full and comprehensive product line up
- No mercury and no lead added ⁽¹⁾



(1) Only for R03RZ, R6RZ, R14RZ & R20RZ.

Ni-MH Rechargeable Ready to Use

Why choose rechargeable over alkaline batteries?

A variety of batteries are available on the market. This leaves many people confused over which battery to use. It's more than just a matter of whether they're disposable or rechargeable, it's also about the best usage for each type of batteries. Alkaline and Ni-MH each have their own advantages and disadvantages.



Power

The difference in power between alkaline and rechargeable batteries is subtle, but Ni-MH batteries have a higher discharge rate. This makes them ideal for usage especially in high drain appliances.



Life Expectancy

Dry-cell alkaline batteries can last for a year or more, depending on the device they're powering. A Panasonic Ni-MH battery can last for several years because they can be recharged up to 1000 times⁽¹⁾.



Power Consumption

Alkaline batteries lose their charge steadily. As you use the battery the voltage and amperage go down until the device starts working slower and finally dies.

Ni-MH batteries tend to keep the voltage and amperage at the same level. The power drops only when there is almost zero charge left in the battery. **This gives a more steady flow of energy to the device.**



**Panasonic rechargeable
batteries are ready to use
immediately after purchase**

(not valid for Panasonic High Capacity)

**PANASONIC READY TO USE RECHARGEABLE
BATTERIES ARE THE BEST SOLUTION FOR
REPEATED USE IN HIGH DRAIN DEVICES.**

EU Directive

Rechargeable batteries put on the market from July 2012 onwards must comply with the capacity marking requirements of the EU Battery Directive 2006/66 (as amended). This means that the capacity has to be measured according to international standards and clearly mentioned on any rechargeable battery sold. All of our Panasonic rechargeable batteries comply with this capacity marking regulation because we are an honest and fully compliant supplier for your batteries.



⁽¹⁾ Test conditions – internal Panasonic testing IEC - AA Ready to Use 1900mAh

Panasonic's Ready to Use rechargeable batteries



For **HEAVY** users



For **FREQUENT** users



For **OCCASIONAL** users



For **DECT** telephones

STAY CHARGED 1 YEAR⁽¹⁾

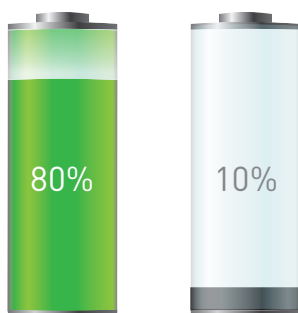
All Panasonic rechargeable batteries are pre-charged and stay charged up to 365 days.⁽²⁾ Consumer research shows that there are more product irritations on standard (non ready to use) rechargeables⁽³⁾:

- Battery capacity wears out when not often used
- Rechargeable batteries need to be charged before use

GREAT POTENTIAL FOR OUR READY TO USE RECHARGEABLE RANGE

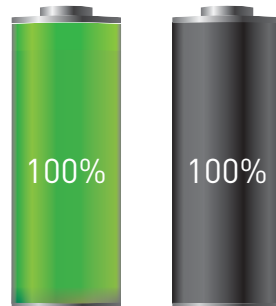
At purchase⁽¹⁾

Ready to use



PANASONIC Rechargeables Regular Rechargeables

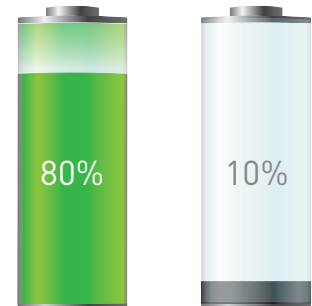
After charging



PANASONIC Rechargeables Regular Rechargeables

After 365 days non-usage⁽²⁾

Still ready to use



PANASONIC Rechargeables Regular Rechargeables

All ranges of Panasonic Ready to Use are pre-charged and stay charged up to 365 days.

(1) Test conditions – internal Panasonic testing IEC - AA Ready to Use 1900mAh (2) Max. 80% after recharge. Under domestic storage conditions. Excluding D/C

(3) Insites research in UK, France, Germany and Poland - 2010

Ready to Use

min. 2450_{mAh} (AA) - 900_{mAh} (AAA)



FOR **HEAVY** USERS



HHR-3XXE
AA



HHR-4XXE
AAA

Most suitable for:





Offers more power

| | Min. capacity mAh | Cycle life | Self discharge after 1 year |
|-----|-------------------|-----------------|-----------------------------|
| AA | 2,450 mAh | Up to 500 times | 80% |
| AAA | 900 mAh | Up to 500 times | 80% |



Specifications:

STANDARD BLISTERS

| Model N° | CSU EAN | Batteries/ Blister | Blisters/ Carton | Cartons/ Bundle |
|--------------|---------------|-----------------------|---------------------|--------------------|
| HHR-3XXE/2BC | (P-6/2BC2450) | 2 | 12 | 5 |
| HHR-3XXE/4BC | (P-6/4BC2450) | 4 | 12 | 5 |
| HHR-4XXE/2BC | (P-03/2BC900) | 2 | 12 | 5 |
| HHR-4XXE/4BC | (P-03/4BC900) | 4 | 12 | 5 |

PRODUCT BENEFITS

- Ready to use: you can use them immediately after purchase
- Stay charged: after 1 year still up to 80% of the capacity remains without charging⁽¹⁾
- High capacity: up to 7x longer lasting than Alkaline⁽²⁾
- Combines 'ready to use' with 'high capacity' at the same time thanks to world's Nr. 1 battery manufacturer technology
- Specially designed for consumers with a focus on power
- Provide an ideal power solution for frequently used high drain applications

UP TO
7X⁽²⁾
LONG LASTING
VS. ALKALINE

(1) Under domestic storage conditions. Excluding D/C

(2) Vs Panasonic Alkaline Power in digital camera mode IEC. Depends on device and usage.

Ready to Use

min. **1900**_{mAh} (AA) - **750**_{mAh} (AAA)



**FOR
FREQUENT
USERS**



HHR-3MVE
AA



HHR-4MVE
AAA

Most suitable for:





Offers more convenience

| | Min. capacity mAh | Cycle life | Self discharge after 1 year |
|-----|-------------------|-------------------|-----------------------------|
| AA | 1,900 mAh | Up to 1,000 times | 80% |
| AAA | 750 mAh | Up to 1,600 times | 80% |



Specifications:

STANDARD BLISTERS

| Model N° | CSU EAN | Batteries/ Blister | Blisters/ Carton | Cartons/ Bundle | |
|----------------------------|----------------|-----------------------|---------------------|--------------------|---|
| HHR-1SRE/2B ⁽²⁾ | (P-20/2BC2800) | 5410853034520 | 2 | 6 | 5 |
| HHR-2SRE/2B ⁽²⁾ | (P-14/2BC2800) | 5410853034537 | 2 | 12 | 5 |
| HHR-3MVE/2BC | (P-6/2BC1900) | 5410853045243 | 2 | 12 | 5 |
| HHR-3MVE/4BC | (P-6/4BC1900) | 5410853045250 | 4 | 12 | 5 |
| HHR-4MVE/2BC | (P-03/2BC750) | 5410853045267 | 2 | 12 | 5 |
| HHR-4MVE/4BC | (P-03/4BC750) | 5410853045274 | 4 | 12 | 5 |



PRODUCT BENEFITS

- Ready to use: you can use them immediately after purchase
- Stay charged: after 1 year still up to 80% of the capacity remains without charging⁽²⁾
- Combines the convenience of a disposable battery with the performance and cost benefits of a rechargeable battery
- Ideal for the frequent rechargeable battery user

STAY
CHARGED
AFTER
1 YEAR⁽¹⁾

(1) Max. 80% after recharge. Under domestic storage conditions. (2) Under domestic storage conditions. Excluding C/D.

Ready to Use

min. 1000_{mAh} (AA) and telephone batteries



FOR
OCCASIONAL
USERS



HHR-3LVE
AA

Most suitable for:



Offers more economies

Ready to Use 1000

| | Min. capacity mAh | Cycle life | Self discharge after 1 year |
|----|-------------------|-------------------|-----------------------------|
| AA | 1,000 mAh | Up to 2,100 times | 80% |

DECT batteries

| | Min. capacity mAh | Cycle life | Self discharge after 1 year |
|-----|-------------------|-------------------|-----------------------------|
| AA | 1,000 mAh | Up to 2,100 times | 80% |
| AAA | 750 mAh | Up to 1,600 times | 80% |



Specifications:

STANDARD BLISTERS

| Model N° | | CSU EAN | Batteries/ Blister | Blisters/ Carton | Cartons/ Bundle |
|--------------|--------------------|---------------|-----------------------|---------------------|--------------------|
| HHR-3LVE/2BC | (P-6/2BC1000 DECT) | 5410853046011 | 2 | 12 | 5 |
| HHR-3LVE/4BC | (P-6/4BC1000) | 5410853045304 | 4 | 12 | 5 |
| HHR-4MVE/2BD | (P-03/2BC750 DECT) | 5410853045359 | 2 | 12 | 5 |
| HHR-4MVE/3BD | (P-03/3BC750 DECT) | 5410853045366 | 3 | 12 | 5 |

PRODUCT BENEFITS READY TO USE 1000

- Ready to use: You can use them immediately after purchase
- Stay charged: after 1 year still up to 80% of the capacity remains without charging⁽¹⁾
- Ideal for the occasional rechargeable battery user
- Long cycle life: up to 2,100 cycles

PRODUCT BENEFITS READY TO USE 750

- Providing an ideal power solution for cordless communication appliances
- Packaging quantities in blister adapted to most frequently used appliances such as DECT phones or walkie talkies

(1) Under domestic storage conditions. Excluding C/D.

High Capacity for High Drain Devices

Avg. Ni-MH 2700 – Ni-MH 1000



FOR
HIGH DRAIN
APPLIANCES



BK-3HGAE
AA



BK-4HGAE
AAA

HIGH CAPACITY BATTERIES are most suitable for:





Offers more convenience

| | Min. capacity mAh | Cycle life |
|-----|-------------------|-----------------|
| AA | 2,500 mAh | Up to 300 times |
| AAA | 930 mAh | Up to 300 times |



Specifications:

| STANDARD BLISTERS | Model N° | | CSU EAN | Batteries/ Blister | Blisters/ Carton | Cartons/ Bundle |
|-------------------|--------------|----|---------------|-----------------------|---------------------|--------------------|
| | BK-3HGAE/2BE | AA | | 5410853052791 | 2 | 12 |
| BK-3HGAE/4BE | AA | | 5410853052807 | 4 | 12 | 5 |
| BK-4HGAE/2BE | AAA | | 5410853052821 | 2 | 12 | 5 |
| BK-4HGAE/4BE | AAA | | 5410853058687 | 4 | 12 | 5 |
| BK-3HGAE/BF1 | AA | | 5410853052777 | 1 | 500 | - |
| BK-4HGAE/BF1 | AAA | | 5410853052814 | 1 | 500 | - |

PRODUCT BENEFITS

- Due to its high capacity, this is an ideal rechargeable battery for high drain appliances
- Excellent price versus quality ratio

HIGH CAPACITY



*Panasonic internal IEC61951-2(7.3.2) testing (varies according to conditions of use)

CHARGERS

5 YEAR WARRANTY

HEAVY USERS



Smart & Quick charger – BQ CC55

- Rapid charge
- Individual management/charge control ("Smart Charge¹")
- Can be used all over the world (100-240 V)
- Case color: white

| Item | Specifications |
|----------------------------|---|
| Input | AC100-240V 50-60Hz |
| Input part Structure | Fixed plug |
| Charging control | Smart Charge ¹ / -ΔV / Timer |
| Indicator | LED x 4 Charging: ON, Fully charged: OFF |
| Charger battery | AA x 1, 2, 3, 4 / AAA x 1, 2, 3, 4 cells |
| Charging time ² | AA: Approx 1.5 hours / 3 hours [2,000 mAh] AAA: Approx 1.5 hours / 3 hours [800 mAh] |
| Charger size (W x H x D) | 68 x 121 x 65.5 mm (EU) / 68 x 121 x 62 mm (UK) |
| Weight | with EU-plug: 124 g - with UK-plug: 132 g |

¹This charger has "Smart Charge" function which checks voltage and temperature of battery automatically. Thanks to Smart Charge function, it saves time of charging and loss of energy & money.

FREQUENT USERS



Advanced charger – BQ CC17

- Can charge AA / AAA 4 cells
- Can be used all over the world (100-240 V)
- Individual management/-ΔV Control
- Case color: white

| Item | Specifications |
|----------------------------|---|
| Input | AC 100-240 V 50-60 Hz |
| Input part Structure | Fixed plug |
| Charging control | -ΔV /Timer |
| Indicator | LED x 4 Charging: ON, Fully charged: OFF |
| Charger battery | AA x 1, 2, 3, 4 / AAA x 1, 2, 3, 4 cells |
| Charging time ² | AA: Approx 7h [2,000 mAh]; AAA: Approx 6h [800 mAh] |
| Charger size (W x H x D) | 65 x 105 x 70 mm |
| Weight | 107,4 g |

OCCASIONAL USERS



Basic charger – BQ CC51

- Can charge AA / AAA 2 or 4 cells
- Can be used all over the world (100-240 V)
- Timer control
- Case color: white

| Item | Specifications |
|----------------------------|---|
| Input | AC 100-240 V 50-60 Hz |
| Input part Structure | Fixed plug |
| Charging control | Timer cut (13 hours) |
| Indicator | LED x 2 Charging: ON, Fully charged: OFF |
| Charger battery | AA x 2, 4 / AAA x 2, 4 cells |
| Charging time ² | AA: Approx 10 hours; AAA: Approx 10 hours |
| Charger size (W x H x D) | 66 x 108 x 65.5 mm (EU) / 66 x 108 x 62 mm (UK) |
| Weight | with EU-plug: 100 g - with UK-plug: 108 g |

(2) AA/AAA 4 cells.

PRODUCT BENEFITS

- Improved consumer communication, designed to aid product rotation
- Clear time indications and features
- A free 5 year warranty for added reassurance
- All chargers have lead-free soldering, less harmful for the environment
- Worldwide compatibility
- Safety: non rechargeable detection
- LED Timer ready indication
- For all Ni-MH batteries

Compact charger – BQ CC50

- Can charge AA / AAA 2 cells
- Can be used all over the world (100-240 V)
- Safety timer: max. 13h
- Case color: white

| Item | Specifications |
|----------------------------|---|
| Input | AC 100-240 V 50-60 Hz |
| Input part Structure | Fixed plug |
| Charging control | Timer cut (13 hours) Individual |
| Indicator | LED x 2 Charging: ON, Fully charged: OFF |
| Charger battery | AA x 1, 2 / AAA x 1, 2 cells |
| Charging time ³ | AA: Approx 10 hours; AAA: Approx 10 hours |
| Charger size (W x H x D) | 50 x 121 x 66.2 mm (EU) / 50 x 121 x 61.2 mm (UK) |
| Weight | with EU-plug: 86 g - with UK-plug: 96 g |



ENTRY USERS

Universal charger – BQ CC15

- Can charge AA / AAA / C / D 1-4 cells
- Can charge 9V 1-2 cells
- Can be used all over the world (100-240 V)
- Automatic switch-off when charged (ΔV)
- Case color: white

| Item | Specifications |
|----------------------------|---|
| Input | AC 100-240 V 50-60 Hz |
| Input part Structure | AC cable |
| Charging control | Timer cut (13 hours) Individual |
| Indicator | LED x 2 Charging: ON, Fully charged: OFF |
| Charger battery | AA x 1-4 / AAA x 1-4 / C x 1-4 / D x 1-4 / 9V x 1-2 cells |
| Charging time ² | AA: Approx 10 hours; AAA: Approx 10 hours |
| Charger size (W x H x D) | 110 x 200 x 55 mm |
| Weight | with EU-plug: 489 g - with UK-plug: 499 g |



MULTI BATTERY TYPES

Specifications:

| Charger | Kit | Batteries included in kit | CSU EAN | Charger size (mm) (W x H x D) | Blister size (mm) (W x H x D) | Blisters/ Carton |
|---------|--------------|---------------------------|---------------|-------------------------------|-------------------------------|------------------|
| BQ-CC55 | K-KJ55MGD40E | 4x P6 1900 | 5410853057789 | 68 x 121 x 65.5 | 105 x 200 x 72 | 8 |
| BQ-CC55 | K-KJ55MGD40U | 4x P6 1900 | 5410853057802 | 68 x 121 x 62 | 105 x 200 x 72 | 8 |
| BQ-CC17 | K-KJ17MGD40E | 4x P6 1900 | 5410853057796 | 65 x 105 x 70 | 105 x 200 x 72 | 8 |
| BQ-CC51 | K-KJ51MGD42E | 4x P6 1900 / 2x P03 750 | 5410853056973 | 66 x 108 x 65.5 | 105 x 200 x 72 | 8 |
| BQ-CC51 | K-KJ51MGD40U | 4x P6 1900 | 5410853057819 | 66 x 108 x 62 | 105 x 200 x 72 | 8 |
| BQ-CC50 | K-KJ50LGA20E | 2x P6 1900 | 5410853056966 | 50 x 121 x 66.5 | 105 x 200 x 72 | 8 |
| BQ-CC15 | BQ-CC15E | - | 5025232672141 | 110 x 200 x 55 | 167 x 342 x 67 | 8 |

[3] AA/AAA 2 cells.

COIN LITHIUM



SPECIAL PANASONIC SEALING TECHNIQUE
is a unique technology to ensure low self discharge rate and high battery performance especially after storage.

LONG-TERM DISCHARGE
Reaction materials in lithium batteries are more stable than other aqueous batteries. To ensure longer service life, Panasonic evaluates its lithium batteries in all conditions over longer periods.



**FOR LONG LASTING
POWER**



CR1025

CR1216

CR1220

CR1616

CR1620

CR1632

CR2012

CR2016

CR2025

CR2032

CR2354

CR2430

CR2450

Specifications:

BLISTERS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Innercarton | Innercartons/ Bundle |
|----------|---------------|---------------|-----------------------|--------------------------|-------------------------|
| CR1025 | 5410853010227 | CR-1025EL/1B | 1 | 12 | 10 |
| CR1216 | 5410853010210 | CR-1216EL/1B | 1 | 12 | 10 |
| CR1220 | 5019068085091 | CR-1220EL/1B | 1 | 12 | 10 |
| CR1616 | 5019068085107 | CR-1616EL/1B | 1 | 12 | 10 |
| CR1620 | 5025232068258 | CR-1620EL/1B | 1 | 12 | 10 |
| CR1632 | 5410853038320 | CR-1632EL/1B | 1 | 12 | 10 |
| CR2012 | 5410853038450 | CR-2012EL/1B | 1 | 12 | 10 |
| CR2016 | 5019068085114 | CR-2016EL/1B | 1 | 12 | 10 |
| | 5025232060665 | CR-2016EL/2B | 2 | 12 | 10 |
| | 5410853059028 | CR-2016EL/4B | 4 | 12 | 10 |
| | 5410853043812 | CR-2016EL/6BP | 6 | 20 | 5 |
| CR2025 | 5019068085121 | CR-2025EL/1B | 1 | 12 | 10 |
| | 5025232060672 | CR-2025EL/2B | 2 | 12 | 10 |
| | 5410853059035 | CR-2025EL/4B | 4 | 12 | 10 |
| | 5410853043829 | CR-2025EL/6BP | 6 | 20 | 5 |
| CR2032 | 5019068085138 | CR-2032EL/1B | 1 | 12 | 10 |
| | 5025232060689 | CR-2032EL/2B | 2 | 12 | 10 |
| | 5410853058663 | CR-2032EL/4B | 4 | 12 | 10 |
| | 5410853043836 | CR-2032EL/6BP | 6 | 20 | 5 |
| CR2354 | 5410853038481 | CR-2354EL/1B | 1 | 12 | 10 |
| CR2430 | 5410853012313 | CR-2430EL/1B | 1 | 12 | 10 |
| CR2450 | 5410853014355 | CR-2450EL/1B | 1 | 12 | 10 |



New space saving blister size still with maximum information on it.
Individual perforations on the 4BP and 6BP for each of the 4 or 6 batteries.

COIN LITHIUM
is most suitable for:



PRODUCT BENEFITS

- A long shelf life of up to 10 years
- Reliable even in a wide range of operating temperatures (-30°C to +60°C)
- Extensive cross reference table on the blister
- No mercury added



Panasonic coin lithium batteries have 0% mercury added

CYLINDRICAL LITHIUM



**FOR LIGHT WEIGHT
APPLIANCES
THAT NEED POWER**



CR2



CR123



2CR5



CRP2



Example shown:
CR-123 battery

SAFETY GUARANTEE

Using 4 built-in safety additions, Panasonic ensures an explosion proof structure for its cylindrical lithium batteries, and a power cut off in case of overload.

EXCELLENT PERFORMANCE IN EXTREME TEMPERATURES

Thanks to the unique composition of lithium and manganese dioxide, this battery is able to function in extreme temperatures (-40°C to +70°C) without hesitance.

Specifications:

BLISTERS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Innecarton | Innecartons/ Bundle |
|----------|---------------|--------------|-----------------------|-------------------------|------------------------|
| CR2 | 5025232016082 | CR-2L/1BP | 1 | 10 | 10 |
| | 5410853013464 | CR-2L/2BP | 2 | 10 | 10 |
| CR123 | 5410853017097 | CR-123AL/1BP | 1 | 10 | 10 |
| | 5410853017110 | CR-123AL/2BP | 2 | 10 | 10 |
| 2CR5 | 5410853017158 | 2CR-5L/1BP | 1 | 10 | 10 |
| CRP2 | 5410853017134 | CR-P2L/1BP | 1 | 10 | 10 |

With perforated strip for easy opening.



CYLINDRICAL LITHIUM is most suitable for:



PRODUCT BENEFITS

- Low internal resistance to provide rapid flash recovery time and quick shooting
- A long shelf life up to 10 years
- Reliable even in a wide range of operating temperatures (-40°C to +70°C)

MICRO ALKALINE



FOR **SMALL**
APPLIANCES
WITH LONG LASTING POWER



LR44



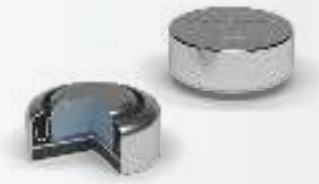
LR1130



LRV08



LR1

**STABLE DISCHARGE PERFORMANCE**

Due to Panasonic's innovative techniques, our Micro Alkaline products are designed to guarantee optimal and stable discharge results, as well as excellent high-drain discharge characteristics.

OPTIMAL LEAKAGE RESISTANCE

As a result of our excellent sealing technique Panasonic Micro Alkaline batteries have an optimal leakage resistance.

Specifications:

BLISTERS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Innercarton | Innercartons/ Bundle |
|----------|---------------|--------------|-----------------------|--------------------------|-------------------------|
| LR44 | 5019068083035 | LR-44EL/1B | 1 | 12 | 10 |
| | 5410853018469 | LR-44EL/2B | 2 | 12 | 10 |
| | 5410853049135 | LR-44L/6BP | 6 | 20 | - |
| LR1130 | 5019068083011 | LR-1130EL/1B | 1 | 12 | 10 |
| LRV08 | 5410853057345 | LRV08L/1BE | 1 | 10 | 10 |
| | 5410853057376 | LRV08L/2BE | 2 | 10 | 10 |
| LR1 | 5019068592551 | LR1L/1BE | 1 | 10 | 10 |



MICRO ALKALINE
is most suitable for:

**PRODUCT BENEFITS**

- Excellent price versus quality ratio
- Extensive cross reference table on the blister
- No mercury added



Panasonic micro alkaline batteries have 0% mercury added

SILVER OXIDE



FOR **SMALL**
HIGH DRAIN
APPLIANCES



SR521



SR616



SR621



SR626



SR721



SR920



SR927



SR936



SR1130



SR41



SR44



4SR44

**HIGH ENERGY DENSITY**

Panasonic's know-how in materials, such as antioxidant and high performance separators, results in a high energy density and improved storage characteristics.

CONSTANT VOLTAGE OUTPUT

A stable discharge performance can be guaranteed using silver as one of the active components within the button cell.

Specifications:

BLISTERS

| Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Innecarton | Innecartons/ Bundle |
|----------|---------------|--------------|-----------------------|-------------------------|------------------------|
| SR521 | 5410853035466 | SR-521EL/1B | 1 | 12 | 10 |
| SR616 | 5410853035473 | SR-616EL/1B | 1 | 12 | 10 |
| SR621 | 5410853035480 | SR-621EL/1B | 1 | 12 | 10 |
| SR626 | 5410853035497 | SR-626EL/1B | 1 | 12 | 10 |
| SR721 | 5410853035503 | SR-721EL/1B | 1 | 12 | 10 |
| SR920 | 5410853035527 | SR-920EL/1B | 1 | 12 | 10 |
| SR927 | 5410853035534 | SR-927EL/1B | 1 | 12 | 10 |
| SR936 | 5410853035541 | SR-936EL/1B | 1 | 12 | 10 |
| SR1130 | 5410853035428 | SR-1130EL/1B | 1 | 12 | 10 |
| SR41 | 5410853035435 | SR-41EL/1B | 1 | 12 | 10 |
| SR44 | 5410853013976 | SR-44EL/1B | 1 | 12 | 10 |
| 4SR44 | 5410853013990 | 4SR44L/1BP | 1 | 10 | 10 |



New space saving blister size, still with maximum information on it.

SILVER OXIDE
is most suitable for:

**PRODUCT BENEFITS**

- High performance batteries for various types of watches and other small electronics
- Extensive cross reference table on the blister
- No mercury added



Panasonic silver oxide batteries have 0% mercury added

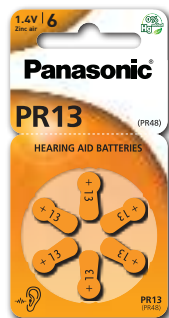
ZINC AIR



FOR HEARING AID



PR10



PR13



PR312



PR675

**UNIQUE COMPOSITION**

Zinc air batteries are unique within the Panasonic range, as only one of the active materials is inside the battery. When tearing off the tab, oxygen enters and activates the battery.

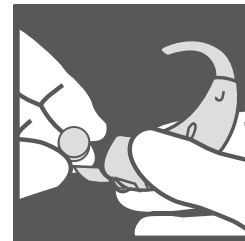
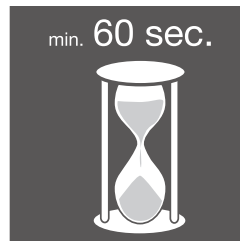
HIGHEST ENERGY DENSITY

With the highest energy density of all electrochemical systems and due to their small size, these batteries are excellent to power small energy-hungry devices in need of continuous discharge.

Specifications:

| BLISTERS | Model N° | CSU EAN | Re-order N° | Batteries/ Blister | Blisters/ Innecarton | Innecartons/ Bundle |
|----------|--------------------|---------------|-------------|-----------------------|-------------------------|------------------------|
| | PR10 (PR230/PR536) | 5410853057024 | PR-10L/6LB | 6 | 10 | 5 |
| | PR13 (PR48) | 5410853057017 | PR-13/6LB | 6 | 10 | 5 |
| | PR312 (PR41) | 5410853057031 | PR-312/6LB | 6 | 10 | 5 |
| | PR675 (PR44) | 5410853057048 | PR-675/6LB | 6 | 10 | 5 |

Compact sized blisters. Easy to stow away; fits in purse or wallet.



ZINC AIR
is suitable for:

**PRODUCT BENEFITS**

- Ideal for new generation digital hearing aids
- Comfortable, light and providing a steady level of power for hearing enhancement equipment
- Reliable power in various temperature conditions
- No mercury added



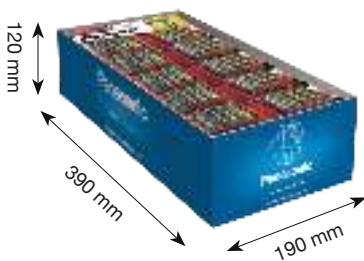
Panasonic zinc air
batteries have
0% mercury added

DISPLAYS

Appearance in a retail shop is very important. It is not sufficient that the product is good and qualitative, it must also be appealing to the eye. That's where displays come in. Attractive displays help sell the products and so they are definitely worth the investment. Panasonic has a wide range of carton & permanent displays with focus on benefits for both consumers and trade.

CARTON PROMOTIONAL COUNTER DISPLAYS

Codis Counter display



PRODUCT BENEFITS & CHARACTERISTICS

- Basic counter display
- Pre-filled
- Suitable for different types of packaging

TECHNICAL SPECIFICATIONS

| | |
|-------------------------|------------------|
| Height | 120 mm |
| Width | 190 mm |
| Depth | 390 mm |
| Topcard dimensions | H 150 x W 170 mm |
| Net weight ¹ | 0.139 kg |
| # product facings | N.A. |
| Max. # AA/8BW | 30 |

Codis F2 Counter display



PRODUCT BENEFITS & CHARACTERISTICS

- Very compact counter display
- Pre-filled
- Stackable
- Tear off lid

TECHNICAL SPECIFICATIONS

| | |
|-------------------------|------------------|
| Height incl. topcard | 260 mm |
| Width | 180 mm |
| Depth | 185 mm |
| Topcard dimensions | H 140 x W 180 mm |
| Net weight ¹ | 0.103 kg |
| # product facings | 1 (2 if 4BP) |
| Max. # AA/8BW | 12 |

Codis F4 Counter display



PRODUCT BENEFITS & CHARACTERISTICS

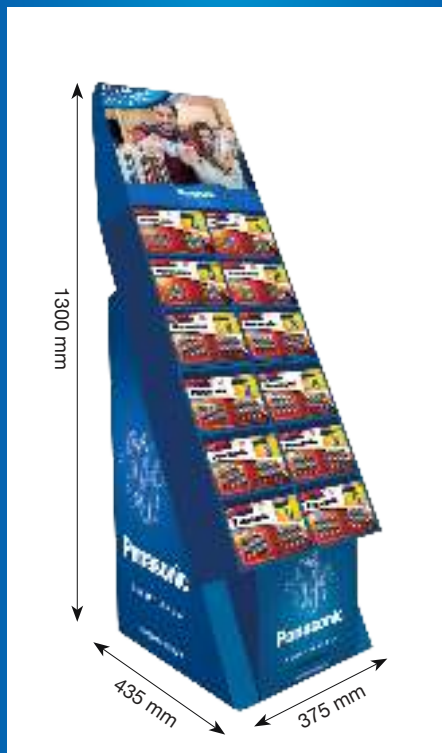
- Qualitative counter display
- Flip up topcard
- Pre-filled
- Excellent product visibility & accessibility

TECHNICAL SPECIFICATIONS

| | |
|-------------------------|------------------|
| Height incl. topcard | 265 mm |
| Width | 375 mm |
| Depth | 190 mm |
| Topcard dimensions | H 141 x W 375 mm |
| Net weight ¹ | 0.175 kg |
| # product facings | 2 |
| Max. # AA/8BW | 24 |

CARTON PROMOTIONAL FLOOR DISPLAYS

12W Pop up Floor display



PRODUCT BENEFITS & CHARACTERISTICS

- Compact, modern display
- Pop up foot & flip up topcard
- Pre-filled
- Easy to mount / fast setup
- Excellent product visibility & accessibility
- Less waste (only carton materials)
- PALLET WITH DISPLAYS FITS IN A CAR**

TECHNICAL SPECIFICATIONS

| | |
|-------------------------|------------------|
| Height incl. topcard | 1300 mm |
| Width | 375 mm |
| Depth | 435 mm |
| Topcard dimensions | H 340 x W 375 mm |
| Net weight ¹ | 3.25 kg |
| # product facings | 12 |
| # trays | 2 |
| Max. # AA/8BW | 108 |
| # displays / pallet | 12 |

15W Floor display



PRODUCT BENEFITS & CHARACTERISTICS

- Qualitative display
- Flip up topcard
- Pre-filled and mounted
- Less handling
- Excellent product visibility & accessibility
- Less waste (only carton materials)
- 100% READY TO SELL**

TECHNICAL SPECIFICATIONS

| | |
|-------------------------|------------------|
| Height incl. topcard | 1626 mm |
| Width | 600 mm |
| Depth | 400 mm |
| Topcard dimensions | H 320 x W 585 mm |
| Net weight ¹ | 4.6 kg |
| # product facings | 15 |
| # trays | N.A. |
| Max. # AA/8BW | 216 |
| # displays / pallet | 4 |

CFD Floor display



PRODUCT BENEFITS & CHARACTERISTICS

- Compact high volume display
- Pre-filled and mounted
- Suitable for different types of packaging
- Less waste (only carton materials)

TECHNICAL SPECIFICATIONS

| | |
|-------------------------|------------------|
| Height incl. topcard | 1550 mm |
| Width | 400 mm |
| Depth | 600 mm |
| Topcard dimensions | H 400 x W 395 mm |
| Net weight ¹ | 2.7 kg |
| # product facings | N.A. |
| # trays | 4 or 6 |
| Max. # AA/8BW | from 196 to 294 |
| # displays / pallet | 4 |

(1) Displays weight is excluding display filling.

NOTE: Display types may differ from country to country. Please contact your local representative/dealer.

Uniform design with Panasonic carton displays

Light-weight

Attractive design with battery shaped top

Easy mounting in store

Excellent quality

PRODUCT BENEFITS FOR METAL PERMANENT DISPLAYS

METAL COUNTER DISPLAYS

6H / 6H Anti-theft Counter display



| TECHNICAL SPECIFICATIONS | |
|------------------------------------|---------|
| Height | 664 mm |
| Width | 217 mm |
| Depth | 196 mm |
| Net weight ¹ | 3.2 kg |
| N° of hooks | 6 fixed |
| Hook length | 18 cm |
| Max # AA/4BP per hook | 12 |
| Max # AAA/4BP per hook | 16 |
| Max # C/2BP per hook | 6 |
| Max # D/2BP per hook | 5 |
| Max # 9V/1BP per hook | 10 |
| For single blisters & wideblisters | |

9H Counter display



| TECHNICAL SPECIFICATIONS | |
|------------------------------------|---------|
| Height | 664 mm |
| Width | 314 mm |
| Depth | 196 mm |
| Net weight ¹ | 3.7 kg |
| N° of hooks | 9 fixed |
| Hook length | 18 cm |
| Max # AA/4BP per hook | 12 |
| Max # AAA/4BP per hook | 16 |
| Max # C/2BP per hook | 6 |
| Max # D/2BP per hook | 5 |
| Max # 9V/1BP per hook | 10 |
| For single blisters & wideblisters | |

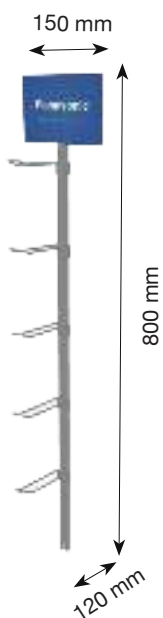
12H Counter display



| TECHNICAL SPECIFICATIONS | |
|------------------------------------|----------|
| Height | 820 mm |
| Width | 342 mm |
| Depth | 150 mm |
| Net weight ¹ | 4.2 kg |
| N° of hooks | 12 fixed |
| Hook length | 18 cm |
| Max # AA/4BP per hook | 12 |
| Max # AAA/4BP per hook | 16 |
| Max # C/2BP per hook | 6 |
| Max # D/2BP per hook | 5 |
| Max # 9V/1BP per hook | 10 |
| For single blisters & wideblisters | |

HANG DISPLAY

5H strip



TECHNICAL SPECIFICATIONS

| | |
|--------------------------|---------|
| Height | 800 mm |
| Width | 150 mm |
| Depth | 120 mm |
| Net weight ¹ | 1.7 kg |
| N° of hooks | 5 fixed |
| Hook length | 12 cm |
| Max # AA/4BP per hook | 6 |
| Max # AAA/4BP per hook | 10 |
| Max # C/2BP per hook | 3 |
| Max # D/2BP per hook | 2 |
| Max # 9V/1BP per hook | 6 |
| For single blisters only | |

8H Magn. sidehanger



TECHNICAL SPECIFICATIONS

| | |
|------------------------------------|---------|
| Height | 620 mm |
| Width | 183 mm |
| Depth | 215 mm |
| Net weight ¹ | 3.5 kg |
| N° of hooks | 8 fixed |
| Hook length | 20 cm |
| Max # AA/4BP per hook | 13 |
| Max # AAA/4BP per hook | 18 |
| Max # C/2BP per hook | 7 |
| Max # D/2BP per hook | 5 |
| Max # 9V/1BP per hook | 11 |
| For single blisters & wideblisters | |

METAL FLOOR DISPLAYS

28H Floor display



TECHNICAL SPECIFICATIONS

| | |
|------------------------------------|----------|
| Height | 2030 mm |
| Width | 502 mm |
| Depth | 320 mm |
| Net weight ¹ | 25.5 kg |
| N° of hooks | 28 fixed |
| Hook length | 30 cm |
| Max # AA/4BP per hook | 20 |
| Max # AAA/4BP per hook | 26 |
| Max # C/2BP per hook | 10 |
| Max # D/2BP per hook | 8 |
| Max # 9V/1BP per hook | 17 |
| For single blisters & wideblisters | |

40H Floor display



TECHNICAL SPECIFICATIONS

| | |
|------------------------------------|----------|
| Height | 2030 mm |
| Width | 600 mm |
| Depth | 355 mm |
| Net weight ¹ | 31 kg |
| N° of hooks | 40 fixed |
| Hook length | 30 cm |
| Max # AA/4BP per hook | 20 |
| Max # AAA/4BP per hook | 26 |
| Max # C/2BP per hook | 10 |
| Max # D/2BP per hook | 8 |
| Max # 9V/1BP per hook | 17 |
| For single blisters & wideblisters | |

(1) Displays are delivered empty. Weight is excluding display filling.

NOTE: Display types may differ from country to country. Please contact your local representative/dealer.

Alkaline

| PANASONIC | DURACELL | ENERGIZER | VARTA | KODAK | RAYOVAC | SONY | GP | OTHERS |
|-----------|-----------|-----------|-------|-------|---------|------|-----------|--------|
| LR03 | MN/MX2400 | E92 | 4X03 | K3A | 824 | AM4 | 24A(UP) | AAA |
| LR6 | MN/MX1500 | E91 | 4X06 | KAA | 815 | AM3 | 15A(UP) | AA |
| LR14 | MN/MX1400 | E93 | 4X14 | KC | 814 | AM2 | 14A(UP) | C |
| LR20 | MN/MX1300 | E95 | 4X20 | KD | 813 | AM1 | 13A(UP) | D |
| 6LR61 | MN/MX1604 | 522 | 4X22 | K9V | A1604 | AM6 | 1604A(UP) | 9V |
| 3LR12 | MN/MX1203 | 3LR12PL | 4X12 | - | - | - | - | 4,5V |

Zinc Carbon

| PANASONIC | ENERGIZER | VARTA | KODAK | GP | MAXELL | RAYOVAC | OTHERS |
|-----------|-----------|-----------|-----------|----------|----------|---------|--------|
| R03 | A91/R03 | R03/2003 | K3A HZ/ZM | 24PL/G | R03P(AB) | 3AAA | AAA |
| R6 | A92/R6 | R6/2006 | KAA HZ/ZM | 15PL/G | R6P | 5Aw | AA |
| R14 | A93/R14 | R14/2014 | KC HZ/ZM | 14S/G | R14P | 4C | C |
| R20 | A95/R20 | R20/2020 | KD HZ/ZM | 13S/G | R20P | 6D | D |
| 6F22 | A522/6F22 | 6F22/2022 | K9V VZM | 1604 S/G | - | D1604 | 9V |

Rechargeable

| PANASONIC | DURACELL | ENERGIZER | VARTA | PHILIPS | MEMOREX | GP | OTHERS |
|------------|----------|-----------|-------|---------|---------|----------|--------|
| HHR4 (P03) | HR03 | HR03 | 5XXX3 | NCR03P | HR03 | AAHC(B) | AAA |
| HHR3 (P6) | HR6 | HR6 | 5XXX6 | NCR6P | HR6 | AAHC(B) | AA |
| HHR2 (P14) | HR14 | HR14 | 56714 | NCR14P | HR14 | CHC(B) | C |
| HHR1 (P20) | HR20 | HR20 | 23720 | NCR20P | HR20 | DHC(B) | D |
| HHR9 (P22) | HR9V | HR22 | 56722 | 6NCR22P | 9V | 17R8H(B) | 9V |

Coin Lithium

| PANASONIC | DURACELL | ENERGIZER | VARTA | KODAK | OTHERS |
|-----------|----------|-----------|--------|---------|--------|
| CR1025 | 1025 | CR1025 | - | - | - |
| CR1216 | 1216 | CR1216 | CR1216 | - | - |
| CR1220 | 1220 | CR1220 | CR1220 | - | - |
| CR1616 | 1616 | CR1616 | CR1616 | - | - |
| CR1620 | 1620 | CR1620 | CR1620 | - | - |
| CR1632 | 1632 | CR1632 | CR1632 | - | - |
| CR2012 | - | CR2012 | - | KCR2012 | - |
| CR2016 | 2016 | CR2016 | CR2016 | KCR2016 | LM2016 |
| CR2025 | 2025 | CR2025 | CR2025 | KCR2025 | LM2025 |
| CR2032 | 2032 | CR2032 | CR2032 | KCR2032 | LM2032 |
| CR2354 | - | - | - | KCR2354 | - |
| CR2430 | 2430 | CR2430 | CR2430 | KCR2430 | LM2430 |
| CR2450 | 2450 | CR2450 | CR2450 | KCR2450 | - |

Cylindrical Lithium

| PANASONIC | DURACELL | ENERGIZER | VARTA | KODAK | RAYOVAC | IEC |
|-----------|----------|-----------|-------|--------|---------|---------|
| CR2 | CR2 | CR2 | CR2 | KCR1 | CR2 | CR17355 |
| CR123 | 123 | E123A | CR123 | K123L | 123A | CR17345 |
| 2CR5 | 245 | 2CR5 | 2CR5 | KL2CR5 | 2CR5 | 2CR5 |
| CRP2 | 223 | 223 | CRP2 | KCRP2A | 223A | CRP2 |

Micro Alkaline

| PANASONIC | DURACELL | ENERGIZER | VARTA | PHILIPS | KODAK | RAYOVAC | MAXELL | SONY | IEC |
|-----------|----------|-----------|-------|---------|-------|---------|--------|------|--------|
| LR44 | LR44 | A76 | V13GA | A76 | KA76 | A76 | LR44 | - | LR44 |
| LR1130 | LR54 | 189 | V10GA | - | KA54 | - | - | - | - |
| LRV08 | MN21 | A23 | V23GA | 8LR932 | K23A | KE23A | - | - | 8LR932 |
| LR1 | MN9100/N | E90 | 4001 | LR1 | KN | KE810/N | LR1 | AM5 | LR1 |

Silver Oxide

| PANASONIC | DURACELL | ENERGIZER | VARTA | KODAK | MAXELL | RAYOVAC | RENATA | PHILIPS | IEC |
|-----------|----------|-----------|---------------|-------|----------|---------|--------|---------|-------|
| SR516 | 317 | 317 | V317 | - | SR516SW | 317 | 317 | 317 | - |
| SR521 | 379 | 379 | V379 | - | SR521SW | 379 | 379 | 379 | SR63 |
| SR616 | 321 | 321 | V321 | - | SR616SW | 321 | 321 | 321 | SR65 |
| SR621 | 364 | 364/363 | V364 | - | SR621SW | 364 | 364 | 364 | SR60 |
| SR626 | 377 | 377 | V377 | - | SR626SW | 377 | 377 | 377 | SR66 |
| | 376 | 376 | - | - | SR626W | 376 | 376 | 376 | - |
| SR721 | 362 | 362 | V362 | - | SR721SW | 362 | 362 | 362 | SR58 |
| | 361 | 361 | V361 | - | SR721W | 361 | 361 | 361 | - |
| SR726 | 397/396 | 397/396 | V397 | - | SR726SW | 397 | 397 | 397 | SR59 |
| SR920 | 371 | 371 | V371 | - | SR920SW | 371 | 371 | 371 | SR69 |
| | 370 | 370 | V370 | - | SR920W | 370 | 370 | 370 | - |
| SR927 | 395 | 395 | V395 | - | SR927SW | 395 | 395 | 395 | SR57 |
| | 399 | 399 | V399 | - | SR927W | 399 | 399 | 399 | - |
| SR936 | 394 | 394/380 | V394 | - | SR936SW | 394 | 394 | 394 | SR45 |
| SR1120 | 391 | 391 | V391 | - | SR1120SW | 391 | 391 | 391 | SR55 |
| | 381 | 381 | V381 | - | SR1120W | 381 | 381 | 381 | - |
| SR1130 | 390 | 390 | V390 | - | SR1130SW | 390 | 390 | 390 | SR54 |
| | 389 | 389 | V389 | - | SR1130W | 389 | 389 | 389 | - |
| SR41 | 384 | 384 | V384 | - | SR41SW | 384 | 384 | 384 | SR41 |
| | 392 | 392 | V392 | - | SR41W | 392 | 392 | 392 | - |
| SR44 | 357/303 | EPX76 | V76PX/357/303 | KS76 | SR44 | 357 | 357 | 357 | SR44 |
| 4SR44 | PX28 | 544 | V28PX | KS28 | - | RPX28 | RPX28 | RPX28 | 4SR44 |

Zinc Air

| PANASONIC | DURACELL | ENERGIZER | VARTA | MAXELL | RAYOVAC |
|-----------|----------|-----------|-------|--------|---------|
| PR10(230) | 10 | 10 | 10 | - | 10 |
| PR13 | 13 | 13 | 13 | EP13E | 13 |
| PR312 | 312 | 312 | 312 | EP312E | 312 |
| PR675 | 675 | 675 | 675 | EP675E | 675 |
| PR675 | - | EP675E | - | 675AP | - |

EVOLTA

| Model N° | Size | Technology | Voltage (V) | Height (mm) | Diameter (mm) | Weight (g) | Shelf life (years) | |
|----------|------|------------|-------------|-------------|---------------|--------------|--------------------|----|
| LR03EGE | S | AAA | Alkaline | 1.5 | 44.5 | 10.5 | 11.4 | 10 |
| LR6EGE | M | AA | Alkaline | 1.5 | 50.5 | 14.5 | 23.1 | 10 |
| LR14EGE | L | C | Alkaline | 1.5 | 50 | 25.7 | 68.7 | 10 |
| LR20EGE | XL | D | Alkaline | 1.5 | 61.5 | 33.6 | 140.9 | 10 |
| 6LR61EGE | 9V | 9V | Alkaline | 9 | 47.5 | 25.25 x 16.3 | 43.3 | 5 |

Pro Power

| Model N° | Size | Technology | Voltage (V) | Height (mm) | Diameter (mm) | Weight (g) | Shelf life (years) | |
|----------|------|------------|-------------|-------------|---------------|--------------|--------------------|----|
| LR03PPG | S | AAA | Alkaline | 1.5 | 44.5 | 10.5 | 11.4 | 10 |
| LR6PPG | M | AA | Alkaline | 1.5 | 50.5 | 14.5 | 23.1 | 10 |
| LR14PPG | L | C | Alkaline | 1.5 | 50 | 25.7 | 68.7 | 10 |
| LR20PPG | XL | D | Alkaline | 1.5 | 61.5 | 33.6 | 140.9 | 10 |
| 6LR61PPG | 9V | 9V | Alkaline | 9 | 47.5 | 25.25 x 16.3 | 43.3 | 5 |
| 3LR12PPG | - | - | Alkaline | 4.5 | 67 | 62 x 22 | 163 | 5 |

Everyday Power

| Model N° | Size | Technology | Voltage (V) | Height (mm) | Diameter (mm) | Weight (g) | Shelf life (years) | |
|----------|------|------------|-------------|-------------|---------------|--------------|--------------------|----|
| LR03EPS | S | AAA | Alkaline | 1.5 | 44.5 | 10.5 | 10.8 | 10 |
| LR6EPS | M | AA | Alkaline | 1.5 | 50.5 | 14.5 | 23.1 | 10 |
| LR14EPS | L | C | Alkaline | 1.5 | 50 | 25.7 | 66.6 | 10 |
| LR20EPS | XL | D | Alkaline | 1.5 | 61.5 | 33.6 | 136.5 | 10 |
| 6LR61EPS | 9V | 9V | Alkaline | 9 | 47.5 | 25.25 x 16.3 | 42.9 | 5 |

Alkaline Power

| Model N° | Size | Technology | Voltage (V) | Height (mm) | Diameter (mm) | Weight (g) | Shelf life (years) | |
|----------|------|------------|-------------|-------------|---------------|--------------|--------------------|---|
| LR03APB | S | AAA | Alkaline | 1.5 | 44.5 | 10.5 | 10.8 | 5 |
| LR6APB | M | AA | Alkaline | 1.5 | 50.5 | 14.5 | 22.8 | 5 |
| LR14APB | L | C | Alkaline | 1.5 | 50 | 25.7 | 66.6 | 5 |
| LR20APB | XL | D | Alkaline | 1.5 | 61.5 | 33.6 | 136.5 | 5 |
| 6LR61APB | 9V | 9V | Alkaline | 9 | 47.5 | 25.25 x 16.3 | 42.9 | 5 |

Red Zinc

| Model N° | Size | Technology | Voltage (V) | Height (mm) | Diameter (mm) | Weight (g) | Shelf life (years) | |
|----------|------|------------|-------------|-------------|---------------|-------------|--------------------|-----|
| R03RZ | S | AAA | Zinc carbon | 1.5 | 44 | 10.2 | 8.85 | 3 |
| R6RZ | M | AA | Zinc carbon | 1.5 | 50.25 | 13.9 | 17.5 | 3 |
| R14RZ | L | C | Zinc carbon | 1.5 | 49.4 | 25.4 | 47.7 | 3 |
| R20RZ | XL | D | Zinc carbon | 1.5 | 60.7 | 32.9 | 98.5 | 3 |
| 6F22RZ | 9V | 9V | Zinc carbon | 9 | 48.5 | 17.5 x 26.5 | 37.9 | 2.5 |
| 3R12RZ | - | - | Zinc carbon | 4.5 | 67 | 62 x 22 | 110 | 2.5 |
| PP9RZ | - | - | Zinc carbon | 9 | 78 | 65 x 50 | 368.76 | 2 |

Rechargeable Ready to Use 2450 - 900 mAh

| Model N° | Size | | Technology | Voltage (V) | Capacity (mAh) ⁽¹⁾ | Height (mm) | Diameter (mm) | Weight (g) |
|----------|------|---|------------|-------------|-------------------------------|-------------|---------------|------------|
| HHR-4XXE | AAA | S | Ni-MH | 1.2 | 900 | 43.9 | 10.2 | 12.6 |
| HHR-3XXE | AA | M | Ni-MH | 1.2 | 2450 | 50.35 | 14.2 | 29.2 |

Rechargeable Ready to Use 1900 - 750 mAh

| Model N° | Size | | Technology | Voltage (V) | Capacity (mAh) ⁽¹⁾ | Height (mm) | Diameter (mm) | Weight (g) |
|----------|------|----|------------|-------------|-------------------------------|-------------|---------------|------------|
| HHR-4MVE | AAA | S | Ni-MH | 1.2 | 750 | 44.5 | 10.5 | 13 |
| HHR-3MVE | AA | M | Ni-MH | 1.2 | 1900 | 50.5 | 14.5 | 29 |
| HHR-2SRE | C | L | Ni-MH | 1.2 | 2800 | 49.8 | 25.6 | 69.4 |
| HHR-1SRE | D | XL | Ni-MH | 1.2 | 2800 | 61.6 | 32.9 | 81.1 |

Rechargeable Ready to Use 1000 mAh & telephone

| Model N° | Size | | Technology | Voltage (V) | Capacity (mAh) ⁽¹⁾ | Height (mm) | Diameter (mm) | Weight (g) |
|----------|------|---|------------|-------------|-------------------------------|-------------|---------------|------------|
| HHR-3LVE | AA | M | Ni-MH | 1.2 | 1000 | 50.5 | 14.5 | 20.35 |

Coin Lithium

| Model N° | Technology | Voltage (V) | Capacity (mAh) | Height (mm) | Diameter (mm) | Weight (g) | Shelf life (years) |
|----------|------------|-------------|----------------|-------------|---------------|------------|--------------------|
| CR1025 | Lithium | 3 | 30 | 2.50 | 10.00 | 0.7 | 10 |
| CR1216 | Lithium | 3 | 25 | 1.60 | 12.50 | 0.7 | 10 |
| CR1220 | Lithium | 3 | 35 | 2.00 | 12.50 | 0.9 | 10 |
| CR1616 | Lithium | 3 | 55 | 1.60 | 16.00 | 1.2 | 10 |
| CR1620 | Lithium | 3 | 75 | 2.00 | 16.00 | 1.3 | 10 |
| CR1632 | Lithium | 3 | 140 | 3.2 | 16.00 | 1.8 | 10 |
| CR2012 | Lithium | 3 | 55 | 1.2 | 20.00 | 1.4 | 10 |
| CR2016 | Lithium | 3 | 90 | 1.60 | 20.00 | 1.7 | 10 |
| CR2025 | Lithium | 3 | 165 | 2.50 | 20.00 | 2.6 | 10 |
| CR2032 | Lithium | 3 | 220 | 3.20 | 20.00 | 3.1 | 10 |
| CR2354 | Lithium | 3 | 565 | 5.4 | 23.00 | 5.8 | 10 |
| CR2430 | Lithium | 3 | 285 | 3.00 | 24.50 | 3.9 | 10 |
| CR2450 | Lithium | 3 | 620 | 5.00 | 24.50 | 6.3 | 10 |

Cylindrical Lithium

| Model N° | Technology | Voltage (V) | Capacity (mAh) | Height (mm) | Diameter (mm) | Weight (g) | Shelf life (years) |
|----------|---------------|-------------|----------------|-------------|---------------|------------|--------------------|
| CR2 | Photo lithium | 3 | 850 | 27 | 15.6 | 11.08 | 10 |
| CR123 | Photo lithium | 3 | 1400 | 34.5 | 17.1 | 17 | 10 |
| 2CR5 | Photo lithium | 6 | 1400 | 45 | 17 x 34 | 38 | 10 |
| CRP2 | Photo lithium | 6 | 1400 | 36 | 19.5 x 34 | 37 | 10 |

(1) Minimum capacity.

Micro Alkaline coin

| Model N° | Technology | Voltage (V) | Capacity (mAh) | Height (mm) | Diameter (mm) | Weight (g) | Shelf life (years) |
|----------|------------|-------------|----------------|-------------|---------------|------------|--------------------|
| LR44 | Alkaline | 1.5 | 120 | 5.10 | 11.50 | 1.95 | 3 |
| LR1130 | Alkaline | 1.5 | 65 | 3.00 | 11.60 | 1.27 | 3 |
| LRV08 | Alkaline | 12 | 52 | 28.50 | 10.30 | 7.92 | 3 |
| LR1 | Alkaline | 1.5 | 900 | 30.20 | 12.00 | 9.20 | 5 |

Silver Oxide

| Model N° | Technology | Voltage (V) | Capacity (mAh) | Height (mm) | Diameter (mm) | Weight (g) | Shelf life (years) |
|----------|--------------|-------------|----------------|-------------|---------------|------------|--------------------|
| SR521 | Silver Oxide | 1.55 | 17 | 2.15 | 5.80 | 0.24 | 3 |
| SR616 | Silver Oxide | 1.55 | 16 | 1.65 | 6.80 | 0.25 | 3 |
| SR621 | Silver Oxide | 1.55 | 23 | 2.15 | 6.80 | 0.31 | 3 |
| SR626 | Silver Oxide | 1.55 | 28 | 2.60 | 6.80 | 0.39 | 3 |
| SR721 | Silver Oxide | 1.55 | 25 | 2.10 | 7.90 | 0.41 | 3 |
| SR920 | Silver Oxide | 1.55 | 45 | 2.05 | 9.50 | 0.60 | 3 |
| SR927 | Silver Oxide | 1.55 | 55 | 2.70 | 9.50 | 0.80 | 3 |
| SR936 | Silver Oxide | 1.55 | 70 | 3.60 | 9.50 | 1.07 | 3 |
| SR1130 | Silver Oxide | 1.55 | 82 | 3.10 | 11.60 | 1.50 | 3 |
| SR41 | Silver Oxide | 1.55 | 45 | 3.60 | 7.90 | 0.70 | 3 |
| SR44 | Silver Oxide | 1.55 | 180 | 5.40 | 11.60 | 2.40 | 3 |
| 4SR44 | Silver Oxide | 6.20 | 160 | 25.10 | 13.00 | 11.00 | 3 |

Zinc Air

| Model N° | Technology | Voltage (V) | Capacity (mAh) | Height (mm) | Diameter (mm) | Weight (g) | Shelf life (years) |
|--------------------|------------|-------------|----------------|-------------|---------------|------------|--------------------|
| PR10 (PR230/PR536) | Zinc air | 1.4 | 100 | 3.6 | 5.8 | 0.30 | 3 |
| PR13 (PR48) | Zinc air | 1.4 | 300 | 5.4 | 7.9 | 0.83 | 3 |
| PR312 (PR41) | Zinc air | 1.4 | 170 | 3.6 | 7.9 | 0.58 | 3 |
| PR675 (PR44) | Zinc air | 1.4 | 650 | 5.4 | 11.6 | 1.85 | 3 |

Online communication



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- Responsive design (desktop + tablet + smartphones)
- Easy to use Product Finder
- Interesting monthly blog posts

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For all batteries

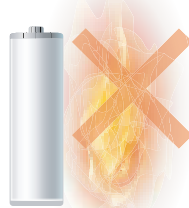
Use the Same Battery Type

When it's time to exchange batteries, be sure to replace all of them at the same time using the same battery type. Using different types (such as a mix of alkaline and manganese batteries, mix of different companies' batteries, or a mix of new and old batteries) may not only shorten service life, but could also result in battery leakage and explosion.



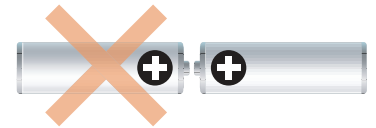
Avoid Rough Treatment

Try to handle your batteries with care. Avoid damaging the label, and don't expose them to excessive heat. Do not disassemble, modify, or solder the battery, and don't immerse the battery in liquid. Doing so may result in short-circuit, battery rupture, leakage, and possible injury.



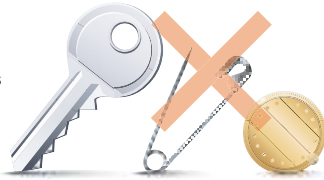
Avoid Installing Batteries in the Wrong Direction

If batteries are installed improperly, they can become charged. This causes gas to build up, raising the internal pressure. This could lead to potentially dangerous overheating, leakage, rupture, and possibly result in personal injury.



Don't Short-Circuit Your Batteries

If batteries are accidentally shortcircuited, excessive current is generated instantaneously resulting in overheating and possible rupture. Avoid letting your batteries come into contact with metal objects such as necklaces, car keys, or paperclips.



What to Do in Case of Leakage

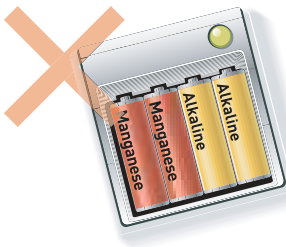
If a battery leaks due to accidental misuse, and electrolyte (battery fluid) comes into contact with your eyes, rinse them well with water and seek medical treatment immediately. If the electrolyte comes in contact with skin or clothing, rinse the exposed area thoroughly with water.



For Ni-MH batteries

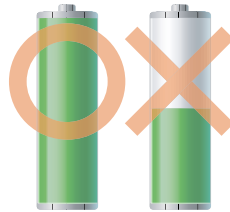
Never Charge Primary Batteries

Charging primary batteries is highly dangerous and may result in injury. Recharge only Ni-MH batteries in an approved charging device. If Ni-MH batteries are charged with a device not specifically designed for that product, the battery may overheat, rupture, and leak.



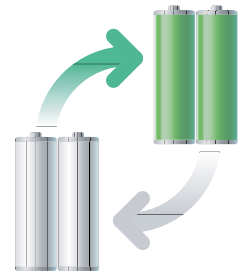
Recharge Ni-MH Batteries When Fully Depleted

It is best to recharge your Ni-MH batteries after they have been fully discharged. Doing so may provide longer usage and prolong the life of the product. When recharging is complete, it's also a good idea to remove the batteries from the charger as soon as possible. Remove the charger from the electrical outlet when batteries are replenished.



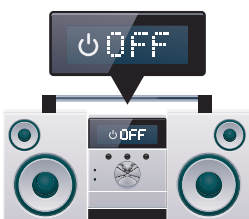
Replace all Batteries at the Same Time

Mixing batteries at different states of depletion in your device can result in battery-fluid leakage and potential injury. When using rechargeable batteries, we recommend installing cells that were recharged at the same time.



Ideas for Enjoying Better Performance

Switch Off Your Device After Use



Remove Batteries from Devices Not in Use for Long Periods



Carry a Spare Set of Batteries



Tips for Safe Storage
10 °C to 25 °C
(50 °F to 77 °F)



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