

# PROCELL INNOVATION LAUNCH-2022

NAME DATE



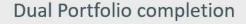
### PROCELL ALKALINE CONTINUOUS INNOVATION



**OLD IBD** 



INTENSE – JUNE 2020 FOR HIGH DRAIN DEVICES UP TO +~30% IMPROVEMENT





INTENSE 1.5 – MARCH 2022 UP TO IMPROVEMENT



PROCELL GP – SEP 2019
UP TO 11% IMPROVEMENT



FOR LOW DRAIN DEVICES
UP TO IMPROVEMENT

# THEY HAVE DIFFERENT FUNCTIONS



**HIGH DRAIN DEVICES** 



# **LOW DRAIN DEVICES**



#### **OUR INNOVATIONS EXPLAINED**



PATENTED ADVANCED ANODE FORMULA Our best zinc with improved efficiency

**UNIQUE SEPARATOR PAPER** Designed to reduce internal resistance, resist shorting and improve performance.

PROPRIETARY CATHODE High performing cathode to deliver more power and energy.

**ELECTROLYTE FORMULA** Optimized for high rate performance.

**CAN COATING** High conductivity to reduce internal resistance.



ROBUST CLOSURE With premium seal material to provide quality and leakage protection.

**CAN PLATING** Ni plating for corrosion protection.



PATENTED ADVANCED ANODE FORMULA High density anode, Increased actives to increase the capacity.

THIN SEPARATOR PAPER To enable an increase of active materials.

PROPRIETARY CATHODE High energy density material to deliver more capacity

ELECTROLYTE FORMULA Optimized for low rate performance

CAN COATING To increase cell stability.

## **NEW PACKAGING TO EDUCATE CONSUMERS**



## IN STORE DISPLAYS- MORE THAN 3000+ DISPLAYS











#### **BESPOKE SALES TOOLS FOR CUSTOMERS**







CHOOSE THE

FOR EACH DEVICE



PROCELL

KORE / CARBON MONOXIDE DETECTOR

As the world-leader in battery manufacturing, The Duracell Company understands how power-requirements have changed as the landscape of prefessional detects has evolved. Using the expertise of our industry-leading engineers and through rigerous testing at our global R&O facilities, The Duracell company is provid to present an innovation which is revolutionising the ever-expanding market of professional devices and applicance.

INTRODUCING the new Professional brand from Duracell - PROCELL - a complete range of Alkaline 8. Lithium Primary batteries, specially engineered to power devices used by today's professionals around the work.

PROCELL has the world's first dual portfolio of device-specific professional batteries.

PROCELL GENERAL PURPOSE is the trattery of choice for low-drain devices and PROCELL INTENSE POWER offers an innovative solution for use in high-drain devices.



RELIABLE POWER SOLUTIONS

Proceil batteries are manufactured using superior cell design ensuring our highest quality cell construction. Our batteries are tested in order to guarantee the highest quality and reliable performance.

FOR EDUCATION



PROCELL INTENSE POWER is a new battery range specifically engineered to deliver precise puties of energy while lasting longer in high plants.

PROCELL CONSTANT POWER is a new battery range specifically engineered to deliver consistent performance while lasting longer in the constant performance while lasting longer

By selecting the right battery to match the power meets of your commercial / professional device, you can make your batteries list longer and replace them lest often

The first beautiful and C Track Street



MOTION SENSOR TRASH CAN