

# PROCELL<sup>®</sup>

PROFESSIONAL BATTERIES

## 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



CONSTANT – MARCH 2022  
FOR LOW DRAIN DEVICES  
UP TO IMPROVEMENT

Dual Portfolio completion

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

**PROCELL**  
PROFESSIONAL BATTERIES

FOR GENERAL PURPOSE

**POWER YOUR PROFITABILITY**

Introducing CR 123 Lithium batteries to expand the PROCELL range



### PROCELL GENERAL PURPOSE

Procell general-purpose battery has been completely redesigned for longer lasting\*, consistent performance to drive business profitability of professional end-users. Available in AA / AAA / C / D / 9V / 4.5V / CR123

**PROCELL**  
PROFESSIONAL BATTERIES

Save your business money with Procell's device specific batteries.\*

Contact us at [procell.com](http://procell.com)



### PROCELL INDUSTRIAL SLAT WALL



**PROCELL**  
PROFESSIONAL BATTERIES

PROCELL TURNS PROFESSIONAL BATTERIES FROM A COST CENTRE INTO A COST SAVER\*

Procell understands how critical it is for professional end-users to drive the profitability of their businesses. When it comes to batteries, this can be achieved through minimizing costly battery replacements.

By conducting intensive device testing and analysis in our labs, Procell has discovered that a way to dramatically extend alkaline battery life and cut replacement costs is to engineer device specific, industrial alkaline batteries, each with unique power profiles.

**COST SAVER\***

REORDER BATTERIES      MAINTENANCE LABOUR COSTS




**PROCELL**  
PROFESSIONAL BATTERIES

INTRODUCING THE WORLD'S FIRST DUAL PORTFOLIO OF PROFESSIONAL BATTERIES.

FOR HIGH DRAIN DEVICES

FOR GENERAL PURPOSE

RECOMMENDED FOR: PURPOSE DEVICES / M

- Motion / occupancy sensor
- Wireless keyboard
- Security keypad
- Remote control
- Fluorometer
- Glucometer
- Laser level

\*vs. prior industrial by Duracell battery




### THE DURACELL COMPANY IS PROUD TO OFFER YOU ITS NEW BRAND - PROCELL - SPECIFICALLY DESIGNED TO POWER PROFESSIONAL DEVICES AND TOOLS.

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

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

PROCELL has the world's first dual portfolio of device-specific professional batteries, offering reliable and long lasting power for both high-drain and low-drain applications:

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

**PROCELL**  
PROFESSIONAL BATTERIES

**POWER YOUR PROFITABILITY**

WWW.PROCELL.COM

RELIABLE POWER SOLUTIONS FOR EDUCATION

Procell offers the world's first dual-portfolio professional batteries. All Procell 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.

**PROCELL INTENSE**  
A new battery range specifically engineered to deliver precise pulses of energy while lasting longer in high-drain professional devices.

**PROCELL**  
The Procell superior general-purpose battery has been completely redesigned for longer lasting\*, consistent performance.





\*vs. prior Procell AA, AAA batteries

**PROCELL**  
PROFESSIONAL BATTERIES

CHOOSE THE RIGHT BATTERY FOR EACH DEVICE

Examples of devices where Procell recommends to use each battery:

**FOR HIGH DRAIN DEVICES**

- BLOOD PRESSURE MONITOR
- PAPER TOWEL DISPENSER
- ELECTRONIC DOOR LOCK
- SECURITY CAMERA
- THERMOMETER
- WALL SAFE
- STETHOSCOPE
- 2-WAY RADIO
- CAMERA FLASH
- INFUSION PUMP
- DIGITAL CAMERA
- SURGICAL STAPLER
- AUTOMATIC DEFIBRILLATOR
- MEDICAL CEMENT MIXER
- FLASHLIGHT / HEADLAMP
- MEDICAL DAUGHTER DEVICE
- WIRELESS VIDEO DOORBELL
- MOTION VEHICLE TRASH CAN

**FOR LOW DRAIN PURPOSE**

- MOTION / OCCUPANCY SENSOR
- WIRELESS KEYBOARD
- SECURITY KEYPAD
- REMOTE CONTROL
- FLUORIMETER
- GLUCOMETER
- LASER LEVEL
- TIMER
- ALARM CLOCK
- INSULIN PUMP
- WEIGHING SCALE
- PULSE OXIMETER
- WIRELESS MOUSE
- AUTOMATIC FAUCET
- DIGITAL THERMISTAT
- BLUETOOTH TRACKER
- HEART RATE / ACTIVITY MONITOR
- SMOKE / CARBON MONOXIDE DETECTOR




**PROCELL**  
PROFESSIONAL BATTERIES

THE WORLD'S FIRST DUAL PORTFOLIO OF PROFESSIONAL BATTERIES

**PROCELL INTENSE POWER** is a new battery range specifically engineered to deliver precise pulses of energy while lasting longer in high-drain professional devices.

**PROCELL CONSTANT POWER** is a new battery range specifically engineered to deliver consistent performance while lasting longer in low-drain professional devices.

By selecting the right battery to match the power needs of your commercial professional device, you can make your batteries last longer\* and replace them less often.

FOR HIGH DRAIN DEVICES

FOR LOW DRAIN PURPOSE


