

**RAYOVAC**  
**EXTRA**  
ADVANCED

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ADVANCED

THE  
POWER  
TO  
HEAR  
MORE





**MORE  
PARTNERSHIPS  
WITH RAYOVAC**

The power to hear more





# WORLD LEADING PERFORMANCE

110 years of expertise in the hearing industry along with a drive to constantly innovate and evolve means Rayovac hearing aid batteries are synonymous with quality.

POWERED BY  
**ACTIVE  
CORE  
TECHNOLOGY**

Rayovac has always been a leader in its field and our exclusive, Active Core Technology continues to set industry benchmarks when it comes to design, technology and performance.

Our global research and development team based at our state-of-the-art Institute of Design and Technology work tirelessly to push the boundaries of hearing aid battery capability, constantly innovating and ensuring our batteries work harder, without compromising quality, for our customers.

In the future – as in the present – Rayovac is committed to retaining its undisputed position as market leader by continuing to develop technological enhancements, user-friendly packaging and shelf-life improvements.

All of which makes Rayovac the go-to provider for hearing care professionals and consumers around the world.





OUR MOST POWERFUL TECHNOLOGY YET

**RAYOVAC**  
ACTIVE  
**CORE**  
TECHNOLOGY

**NO HEARING AID BATTERY  
LASTS LONGER\***



## MORE POWER WITH RAYOVAC

As hearing aid devices advance to incorporate more sophisticated features and hi-tech functionality, hearing aid batteries must also evolve to meet the increased power requirements and the longer life demanded by consumers.

### OPTIMISED FORM



An optimised mechanical cell design delivers more critical ingredients and greater capacity, providing power when you need it.

### ADVANCED ANODE



To increase battery life and ensure long lasting performance throughout the life of the battery.

### SECURE SEAL



Precise sealant application provides cell stability and durability in extreme conditions.

**RAYOVAC**  
**EXTRA**  
ADVANCED

To ensure we stay one step ahead, we invest millions year on year in research and development, with our team of dedicated experts continuously pushing the boundaries of battery capabilities.

Working closely with device manufacturers to understand the hearing aid technology roadmaps coupled with our on-going research into consumer needs, Rayovac has developed a battery that delivers on performance, consistency and reliability.

Active Core Technology incorporates three key elements:



# MORE EXPERIENCE WITH RAYOVAC

With innovations through time, including the world's first wearable vacuum tube hearing aid and the introduction of innovative new pack sizes, our heritage is just as impressive as our batteries.

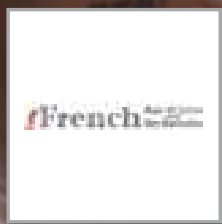


2018



ACTIVE CORE TECHNOLOGY

1906



FOUNDED

1937



FIRST HEARING AID  
PATENT

1964



FIRST DIAL PACK

1989



UK ZINC AIR  
PRODUCTION

2008



LAUNCH OF  
MERCURY FREE

2010



ADVANCED VOLTAGE  
AGENT

2014



WIRELESS  
APPROVED

2016



CLEAR SOUND  
TECHNOLOGY



# MORE SOLUTIONS

Rayovac's innovative EXTRA Premium pack design offers an array of innovative and user friendly features and benefits to you and your customers.



- **Long tabs**  
Designed to help the user handle the battery more precisely while each tab is individually colour-coded for easy identification.
- **Robust cards**  
Thick and durable cards give the consumer improved handling, the perforation also means the pack size can be reduced for easy transportation. In addition our upgraded cartons ensure batteries are safe during shipping and storage.
- **Optimised dial\***  
The dial has been moulded to the exact shape of the battery and tab, to ensure each and every cell is held both forward facing and securely within the pack.
- **Vibrant merchandising**  
Consumer-focused designs mean the packaging and materials stand out to maximise sales opportunities.
- **Various pack sizes**  
EXTRA Premium pack is now available in available in 4, 6 and 12 pack to provide consumers with convenience and flexibility, whatever their needs.





# MORE PEACE OF MIND

In choosing Rayovac, you are opting for more than just a battery. First class customer service is the hallmark of Rayovac EXTRA, and comes as standard with every purchase.



You will also gain our technical expertise and an exceptional support package.

- **Business Building Tools**

Include display stands, marketing materials and downloads to help you make the most of battery sales opportunities.

- **Exceptional standards**

All Rayovac batteries undergo 262 quality checks, ensuring you receive our highest quality battery.

- **Advanced shelf life**

Fresh is always best, however, we provide a 4 year shelf life.

- **Outstanding service**

Great service means customers receive the right product, in the right place, at the right time.

- **Speed to market**

Less than seven days from order to shipment worldwide.

- **Global reach**

A delivery network spanning across the globe.

- **Environmentally friendly**

Manufactured without mercury and compliant with EU Battery Directive (2013/56/EU).

- **Product guarantee**

Full product guarantee, we will replace devices damaged by a Rayovac battery\*.

- **Heritage**

Rayovac is a powerful brand synonymous with the hearing aid industry around the world with over 110 years of brand legacy.



# THE POWER TO HEAR MORE