

**RAYOVAC**  
**EXTRA**  
ADVANCED





**YOUR PERFORMANCE PARTNER**



NOW WITH  
**ACTIVE  
CORE  
TECHNOLOGY**



**RAYOVAC**  
**EXTRA**  
ADVANCED

## 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.**

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

Our global research and development team based at our state-of-the-art Spectrum Brands' 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.



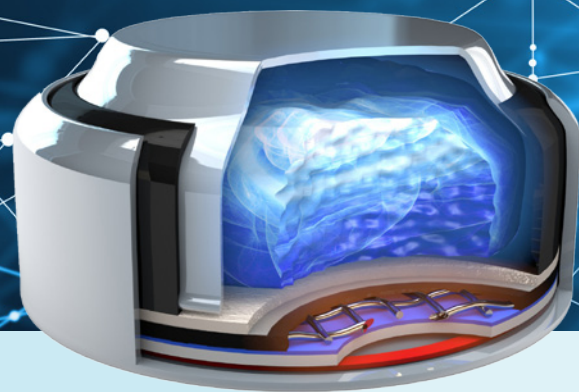


NEW  
FOR  
2018

OUR MOST POWERFUL TECHNOLOGY YET

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

NO HEARING AID BATTERY  
LASTS LONGER\*



\* Based on ANSI/IEC tests for sizes 312 and 13

**RAYOVAC**  
**EXTRA**  
ADVANCED

## ACTIVE CORE TECHNOLOGY

**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.**

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.

Developed at the progressive Spectrum Brands Institute of Design and Technology, Active Core Technology incorporates three key elements:

### OPTIMISED FORM



A new 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.

## A NEW GENERATION OF POWER

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.

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

NEW FOR 2018



ACTIVE CORE TECHNOLOGY

110 YEARS OF INNOVATION



## EXCEPTIONAL BY DESIGN

### 2018 sees a fresh new look for Rayovac Extra Advanced.

Our sleek, new identity conveys our dynamic future in the hearing industry while reflecting Rayovac's core values - quality, innovation, performance and reliability.

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

- **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 6 pack and 12 pack to provide consumers with convenience and flexibility, whatever their needs.



\* versus prior EXTRA packaging design





# HERE FOR YOU

In choosing Rayovac, you are opting for more than just a battery.

First class customer service is the hallmark of Rayovac EXTRA Premium, 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.



## Speed to market

Less than seven days from order to shipment worldwide.



## Global reach

A delivery network spanning across more than 100 countries.



## 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.



## 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.

\* We will replace, at our discretion, any device damaged by a Rayovac battery, if handled correctly, before the best before date and sent pre-paid to your local Rayovac office.



# RAYOVAC, A PROUD MEMBER OF THE SPECTRUM BRANDS FAMILY



Spectrum Brands | Pet Home & Garden   Spectrum Brands | Global Batteries & Appliances   Spectrum Brands | Hardware & Home Improvement   Spectrum Brands | Global Auto Care





