

# 劲量® Energizer®



## THE MARKET

High technology devices make up a substantial proportion of the global consumer goods market. As new electronic devices enter the market, batteries have to be more powerful and long-lasting in order to fulfil their needs.

Today, batteries such as Energizer's e2 Lithium battery – which is significantly more powerful than standard alkaline batteries – are necessary for consumers to get the best from their electronic goods.

As one of the largest manufacturers of batteries and portable lighting equipment in the world, Energizer is committed to consumer-based innovation. This has resulted in a long list of worldwide firsts in the battery market, and has helped to establish Energizer as a leading brand in China.

Every day, millions of people bring portable power to their CD players, hand-held computers, toys, flashlights, razors, MP3 players, digital cameras and other devices with batteries engineered and manufactured by Energizer. As the demand for high-tech, high-drain devices continues to grow, Energizer constantly develops new batteries to complement the latest technologies and ensure that market demand is met. Energizer has received wide recognition from consumers both locally and abroad for its long-lasting, high-performance batteries.

## ACHIEVEMENTS

For more than 100 years, Energizer – through continuous invention and innovation – has played a vital role in how people live, work and communicate. In 1959, Energizer revolutionised

the battery industry by introducing alkaline battery technology. This was a major step towards longer battery life in portable devices. Energizer continued its industry leadership in the following years and was the first company:

- To harness the power of lithium in an AA cell size by introducing Energizer e2 L91 in 1990.
- To revolutionise the rechargeable category with the introduction of high-powered Nickel Metal Hydride (NiMH) cell – Energizer rechargeable batteries.

- To develop ultra low mercury alkaline batteries which are safer for the environment in 1988.
- To offer consumers an on-battery tester to check the battery's remaining power in 1996
- To invent the watch cell battery in 1956 and to introduce Silver Oxide miniature watch well.

Energizer products are distributed in more than 160 countries and the company sells over 3.5 million batteries in the US every day. In China, Energizer has become a trusted brand among consumers who appreciate the outstanding quality and durability of their high-performance batteries.



## HISTORY

In the 1890s, Joshua Lionel Cohen began selling his latest invention – a tiny battery and bulb device used to illuminate flowers in a pot. Conrad Hubert, who at the time managed a New York City restaurant, was so impressed that he quit his job to sell the devices for Cohen. When the power failed in a restaurant where Hubert had just installed the flowerpots, he had an inspiration – put the flowerpot lights in people's hands. The seeds for the Eveready Battery Company – and portable power – were planted.

Hubert obtained the patent for the first Eveready electric hand torch in 1898. His first torches were handmade – consisting of a dry cell battery, a bulb and a handmade rough brass reflector inside a paper tube. By 1900 his flashlights were selling in London, Montreal, Paris and Sydney.

In 1905 Hubert founded American Permanent, before merging with National Carbon in 1914,







and with Union Carbide three years later. Over the course of several decades, the company continued to grow, focusing on its reputation as the dependable battery that one can trust. In time, the company re-branded its products, introducing Energizer batteries and flashlights.

The batteries were certainly reliable, but one young, persistent scientist knew they could work better and his idea launched a new era for the company. Lew Urry, assigned to an Eveready division in 1957, had been researching an entirely new chemical system using nickel-cadmium – a system known today as alkaline. The new alkaline battery's power was well above that of carbon batteries and was capable of giving long-lasting power. Today, alkaline batteries make up 91 percent of all batteries sold in the US, according to AC Nielsen statistics. In China, the market share of alkaline batteries is constantly rising.

Energizer China Company Ltd was founded in the Tianjin Economic Development Area in 1995 with a registered capital of US\$41 million and a total investment of US\$61 million from Energizer Holding Inc. of the US. The company's main production line is alkaline batteries – with an annual production capacity of 200 million – which are sold to both domestic and international markets.

### THE PRODUCT

Energizer is the complete provider of portable power solutions. The company's unique battery portfolio is designed to meet the needs of different consumer groups.

Energizer alkaline batteries offer premium durability, a performance that is fuelled by a continuous commitment to product enhancement.

For high-drain devices, the introduction of the e2 lithium battery represented another first for the company, with the development of the world's only lithium AA battery. The e2 lithium battery is designed for use in high-tech devices and its strong performance, even in cold weather, has

made it the favourite of trekkers and mountaineers who require a uniquely powerful battery for their hand-held global positioning systems and communication devices. Advanced Lithium

劲量 Energizer 高端产品 动力首选

选择劲量电池的 5 大理由

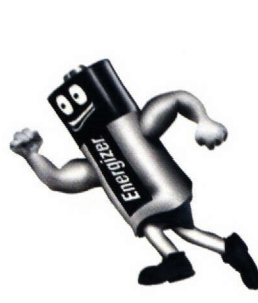
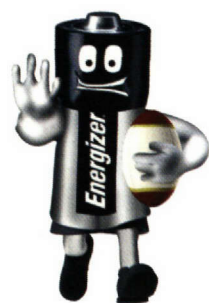
- 享誉世界 100 多年的国际品牌
- 1957 年首创全球第一粒碱性电池
- 电量强劲、持久、稳定
- 七年保质期
- 无汞环保

technology and cell construction make it a super long-lasting battery. Research has found that the batteries enable digital cameras to take more than 600 photos.

However, not all devices are high-drain and not every consumer needs the power of a lithium battery. To cater for these consumers, the company produces economical Carbon Zinc batteries under the Eveready brand. Eveready batteries provide excellent value for money without compromising the company's commitment to quality.

In addition to alkaline, lithium and Carbon Zinc batteries, Energizer manufactures miniature batteries for hearing aids, watches and remote controls. In 2001, Energizer designed the EZChange, a new dispenser for hearing aid batteries that makes it easier to change battery for hearing aids.

Energizer's rechargeable batteries are on the cutting edge of technology. The reusable, renewable batteries can be charged up to 1,000 times, making them exceptional value for money.



### RECENT DEVELOPMENTS

In 2000, the company changed its trading name from Eveready to Energizer to represent its flagship alkaline product and to highlight the long-lasting performance and durability of its batteries. In addition to the change of name, the company has continued to expand its range, with the most recent developments being the launch of the e2 titanium alkaline battery and the e2 lithium battery. The new e2 batteries have won the favour of consumers by providing outstanding performance for their high-tech devices.

### PROMOTION

The public face of the company in China is Mr Energizer, an animated battery known to every family for his boundless energy. Several campaigns have featured this dynamic character who declares in advertisements that, "Energizer is full of vitality, Never Say Die".

Recently, Mr Energizer has been pictured in advertisements with a digital camera and a walkman to emphasise the suitability of Energizer batteries for today's high-drain devices.

### BRAND VALUES

Since its inception 100 years ago, Energizer has been responsible for countless landmark inventions that have greatly enhanced peoples' lives. From flashlights to lithium batteries, Energizer's innovations have been revolutionary. The company has always had a unique approach to the marketplace. Its goal is to match consumer needs and wants with the

most meaningful, reliable and durable products. As a result, Energizer provides a range of powerful and long-lasting batteries that can be counted on to perform.

### THINGS YOU DIDN'T KNOW ABOUT ENERGIZER

- Energizer manufactures nearly one out of every three batteries sold in the US
- More than 25 chemical reactions take place within an Energizer battery in the fraction of a second it takes to switch on a device and start it working
- The alkaline battery was invented by Energizer more than 40 years ago. Today, that first hand-made prototype cell is on display at the Smithsonian Museum of Natural History in Washington DC
- Energizer produces six billion battery cells annually
- Energizer made it possible for people to stop winding their watches with its invention of the first watch battery in 1957
- As fashion changes, so does Mr Energizer's wardrobe – so he's always in style
- In 2004, Energizer products were exempt from national quality inspection in China