

永备 EVEREADY®



THE MARKET

Rapid advances in technology have seen a growth explosion in the market for high-end electronics products. It is a glamorous industry and an exciting time for consumers. And behind the scenes – like the engine of a great shop – a parallel revolution is happening. As electronics products grow more and more advanced, so does the technology of the batteries which power them.

Energizer is one of the world's largest makers of batteries and handheld lighting equipment. It is a company committed to satisfying diverse consumer needs for batteries by developing a wide variety of batteries for the entire range of electronic products, from simple toys to alarms, radios and flashlights, through its globally recognised brand, Eveready.

The multitude of handheld lighting products under the Eveready brand, such as flashlights and lanterns, fulfills consumer needs for affordable products to manage daily chores, emergencies and leisure activities. Energizer has invested considerable effort and capital into expanding and enriching the Eveready product line, closely monitoring consumer needs to fulfill ever-changing demands.

Eveready has long been considered by consumers to be an affordable, durable and highly useable brand. Its unique and complete product designs have fulfilled the needs and expectations of all kinds of consumers.

ACHIEVEMENTS

Energizer, owner of the Eveready brand, is the global leader for batteries. For more than 100 years, it has led the market in many aspects, bringing consumers a range of innovative, professional and quality services. Some of the



long series of historic achievements by Energizer are:

- 1896 – Invented the world's first battery – Carbon Zinc battery
- 1898 – Invented the flashlight
- 1956 – Invented the watch cell battery
- 1957 – Developed the world's first alkaline battery
- 1961 – Invented the Silver Oxide miniature watch cell battery
- 1988 – Invented the environmentally friendly ultra low mercury battery
- 1990 – Developed the high-capacity AA size lithium battery
- 1996 – Invented the on-label tester on battery
- 2002 – Develop the EZ Change Hearing Aid Battery Dispenser

With its commitment to excellence in quality and affordability in pricing, Eveready has won the trust of consumers around the world. Its products are sold in more than 160 countries.

In China, as in every other market entered by the company, consumers have come to rely on Eveready.

HISTORY

Conrad Hubert acquired the patent for the first Eveready flashlight in the 1890s. This entirely handmade flashlight was constructed of a segment of carbon battery, a light bulb, and a reflecting mirror fitted in a paper tube. By 1900, Hubert's flashlights were being sold in London, Montreal, Paris and Sydney.

In 1905, Hubert founded the American Eveready Company, which was bought out by National Carbon in 1914 and again by Union Carbide in 1917.

Since its establishment, the company has continued to grow, focusing its energy on the production and development of dry cell batteries. In 1957, a young engineer named Lew Urry developed a chemical formula for the first alkaline battery, which had a higher capacity and lasted longer than a carbon battery.

Energizer (China) was established in the Tianjin Economic Development Area (TEDA) in 1995. The company's paid-up capital was US\$41 million with total assets of US\$61 million. Eveready, the flagship brand, was a lucrative asset to Energizer (China), winning consumer trust and developing dependable relationships with appliance manufacturers.

THE PRODUCT

Eveready's main product is the Carbon Zinc battery. This useful, high-quality product helps consumers meet a range of practical needs and is used in alarms, flashlights and simple toys.

The Eveready brand includes Eveready Gold (Alkaline), Eveready Black Label (Super Heavy Duty), Eveready Red Label (Heavy Duty) and Eveready Blue Label (General Purpose).

Their unique features include long life spans,



leak-proof protection, diverse wide product range, affordability, mercury and cadmium-free and convenient packaging.

It is worth taking special note of Eveready's one and only alkaline battery – the Eveready Gold – a reliable and durable product. It won over the market since it was launched with its affordable price and reliable quality.

Besides batteries, Eveready also has a full range of handheld lighting products such as flashlights and lanterns. Its abundant product line satisfies the daily needs of customers, be it household chores, emergencies or leisure. Eveready flashlights are durable and excellent value for money.

RECENT DEVELOPMENTS

The company has grown strong after many decades of hard work, establishing a brand trusted by consumers and perfecting Carbon Zinc battery technology. In terms of market development, Eveready has come a long way, establishing an image of quality and reliability

through its cooperation with electronics manufacturers, winning the trust of its partners in the industry.

PROMOTION

The Eveready Cat, a playful cartoon character, is a well-known symbol of the Eveready brand. It passes through the number "9" indicating a long usage life and the relentless pursuit of improvement. This cute, lively illustration is printed on various Eveready posters and is used in various promotional souvenirs given to consumers.

Eveready provides professional advice for its consumers, educating them on how to select different batteries for use in different appliances in order to maximise battery life and avoid unnecessary waste of energy.

BRAND VALUES

Eveready has a unique approach to the marketplace. Eveready aims to provide consumers with an ever greater selection of affordable and quality products.



THINGS YOU DIDN'T KNOW ABOUT EVEREADY

- Eveready brand is a long life brand, and it has more than a century's history
- In the 1890s, Conrad Hubert acquired the patent for the first Eveready
- In 2004, Eveready products were exempt from national quality inspection in China