



RAYOVAC
Cochlear
MERCURY FREE

A world first

UP TO
45%
**MORE
POWER**

vs Rayovac cochlear advanced

ADVANCING THE
POWER OF HEARING | TM



Rayovac cochlear mercury free the latest in battery technology



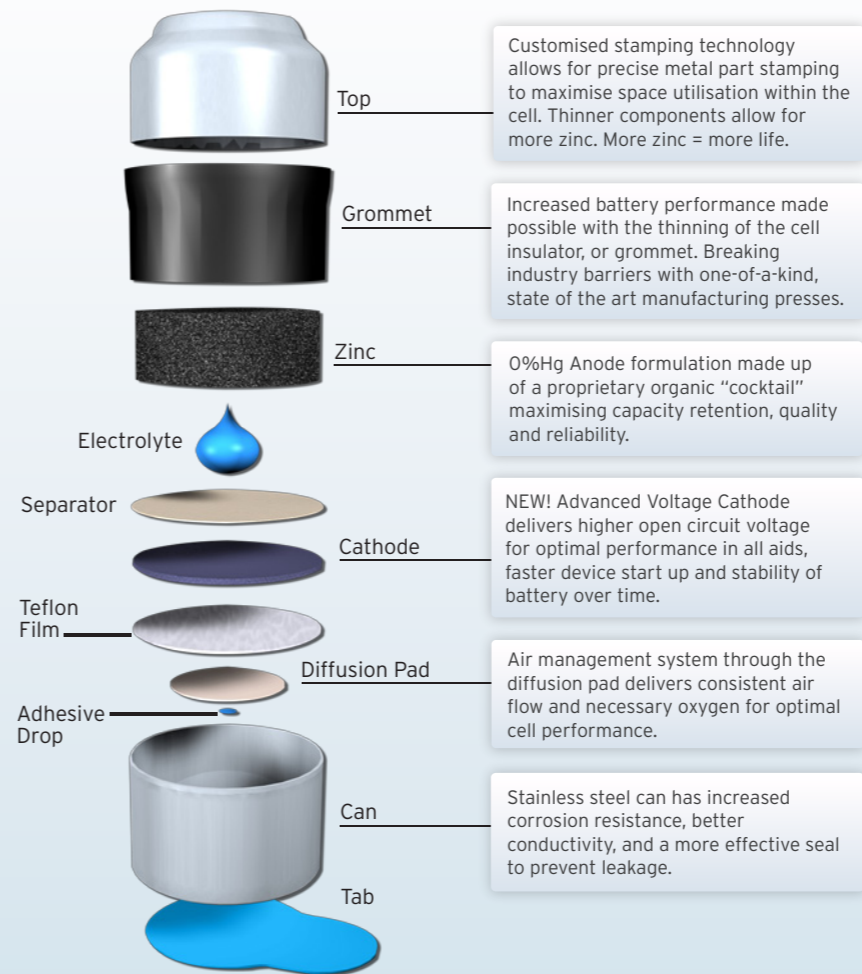
1.45V

Rayovac, manufacturers of the world's no.1 selling hearing aid battery, has launched the world's first cochlear mercury free battery. Our new high performance batteries are specifically designed for cochlear implants and satisfy the demands of higher drain cochlear device users.

Following years of research and development, Rayovac's technical experts have overcome the challenges of removing mercury, which is traditionally used in most zinc air hearing aid batteries to develop our best performing cochlear battery ever!

Cochlear mercury free provides implant wearers with the very latest in battery technology and addresses growing patient demands for environmentally friendly products. Boasting up to an outstanding extra 45% more power than the previous Rayovac cochlear design, this is the world's longest lasting mercury free cochlear hearing aid battery.

It is this continuous development and constant innovation in our latest mercury free products that saw Rayovac honoured with the prestigious accolade Queens Awards for Enterprise in the Innovation category in 2011 and the international Stevie Award's in the USA for mercury free product development.



Why Mercury Free?

Outstanding performance

Rayovac understands the high usage and high demands of cochlear implant users. Available in boxes of 60, Rayovac cochlear mercury free benefits from the following features:

- Higher voltage - 1.45v
- Our highest capacity
- Greater power - up to 45% more power than the previous Rayovac cochlear advanced design
- Quality - robust product design with superior formulation
- Consistency - improved performance across all environments

1.45V



Looking after the environment

The buzz in the audiology industry today surrounds the introduction of mercury-free hearing aid batteries. Mercury is a heavy and toxic metal and although it's traditionally only been used in small amounts in hearing aid batteries it can be harmful to the environment.

New legislation is being implemented around the world limiting and eliminating the use of mercury in all batteries - not just those used in hearing aids. In fact from June 2011, a number of US states have banned mercury containing hearing aid batteries. Global efforts to reduce mercury are being led

by the Governing Council of the UNEP (United Nations Environment Programme) which has agreed the need to develop a global agreement limiting mercury use. Rayovac has demonstrated its commitment to protecting the planet by signing up to the UNEP Global Mercury Free Partnership.

Zinc air the misconception

There is a belief that all hearing aid batteries are already mercury-free. This is incorrect and fuelled by:

- legislation that mandated the elimination of mercuric from household alkaline batteries in 1996
- the name change when cells went from being "mercury oxide" in the 1970s to the somewhat more environmental sounding "zinc air."

Standard zinc air hearing aid batteries still contain about 1% to 3% of mercury by weight. This might not sound much but globally this equates to 6,500kg of mercury per annum, the equivalent of 15,000 footballs.

Lessening our environmental footprint

Rayovac firmly believes that you shouldn't have to sacrifice performance for 'going green' if you don't have to.

In addition to producing our best ever performing mercury free hearing aid batteries, Rayovac's commitment to minimise global impact extends to:

- Active involvement with the UNEP (United Nations Environment Programme) Global Mercury Free Partnership.
- Our cards are from a forest that uses 'sustainable forest management' - PEFC
- Using plastics that are 100% recyclable
- Packaging is made from recycled board
- Working with IRIS to reduce energy consumption
- Rayovac is ISO 14001 accredited



Why Rayovac?

A promise of quality

Rayovac works tirelessly to ensure the highest quality hearing aid batteries are available to our customers.

Using world class manufacturing techniques and performing 172 quality checks ensures the highest product performance.

Our manufacturing facilities both in the UK and the USA produce hearing aid batteries under ISO 9001 and ISO 14001 approved procedures.

With lead times of 2-3 days across Europe and 5 days to Asia, Rayovac hearing aid batteries are the freshest on the market! What's more, all Rayovac products come with a 4 year shelf life guarantee.



Queens Award for Enterprise 2011

April 2011 saw Rayovac awarded the prestigious Queen's Award for Enterprise. Scooping the prize in the Innovation category, Rayovac have been praised for its commitment to product development and continuous innovation.

Our success in pushing back the boundaries of battery technology since manufacturing our first zinc air battery in the UK in 1989 and most recently, with our new mercury free AVA (Advanced Voltage Agent) battery which has been engineered over a 7 year period and at a cost of more than £3m has been officially recognised and rewarded.

The Queen's Award for Enterprise is one of the highest honours that can be bestowed on a UK based company and is awarded to those demonstrating outstanding achievement.



RAYOVAC[®] Cochlear MERCURY FREE



THE QUEEN'S AWARDS
FOR ENTERPRISE:
INNOVATION
2011