



## Partnership programme

Building strong business relationships is priceless so by becoming a partner enables you to benefit from our extensive support. Our product range is supported by marketing support and a comprehensive technical back-up service. As a partner you can call on this high level of knowledge in order to answer customer's questions in a timely fashion and to successfully expand your business.



## Product guarantee

Rayovac are one of the few hearing aid battery manufacturers to back up their batteries with a product guarantee. Rayovac will replace, at their discretion, any device damaged by a Rayovac battery, if handled correctly, before the best before date and sent pre-paid to their local office.



## Service

We make sure that as well as offering the best products our customers receive the right product when and where required.



## Going green

Rayovac is committed to sustainable and environmentally friendly development. All hearing aid batteries are manufactured in line with international ISO 14001 and ISO 9001 standards. In addition, our dial cards are made using PEFC sustainable materials, packaging is made from recycled board, plastics are 100% recyclable and we are working with IRIS to reduce energy consumption.

[www.rayovac.eu](http://www.rayovac.eu)

**RAYOVAC**  
EXTRA  
ADVANCED



ADVANCING THE  
POWER OF HEARING



**The World's No.1 selling  
Hearing Aid Battery**

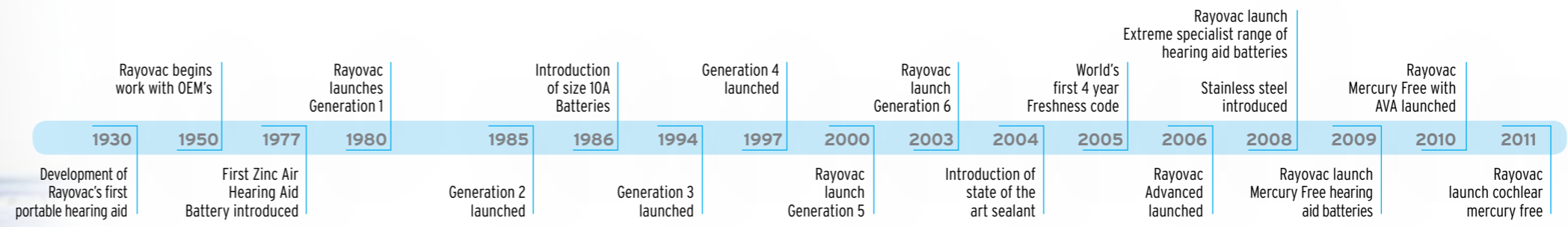


Rayovac are market leaders in power and performance. Bringing over 100 years of skill and experience to the task, we are constantly developing the next generation of battery solutions.

## The next generation of hearing aid battery technology

Led by our latest product enhancement - Rayovac Extra Advanced - we push the boundaries in delivering high performance long lasting batteries for our customers.

But it doesn't stop at the battery. We go that extra mile to meet the needs of our customers. The Rayovac Extra programme adds value to your product mix linking technical expertise with marketing and business support. Vital tools to help you enhance customer loyalty.



# Product performance and people priority

## Expertise and experience

**Our position and reputation as the world's No.1 selling hearing aid battery is built on our ability to innovate. We're committed to working with customers and hearing aid wearers to optimise the performance of devices.**

We pride ourselves on manufacturing high quality performance products. Rayovac Extra Advanced is our longest-lasting ever, meaning fewer battery changes for users. It delivers five outstanding product improvements:

- New nickel-clad stainless steel housing - propriety bonding technology has been utilised in the new corrosion proof casing. This further improves the contact and consistency of our entire product range
- Greater shelf-life - the world's first four year freshness guarantee
- Greater capacity - up to 10% more mAh\*
- Greater power - up to 17% more power\*
- Greater consistency - through the addition of the innovative 'air management system' we have maximised battery power without compromising performance\*

\* Percentage vs previous design



## Marketing support

Technical expertise goes hand-in-hand with first class marketing support and customer service. To support your business development, we have a range of marketing and merchandising material available.

So take advantage of our point-of-sale and merchandising solutions to prompt battery purchases.



## Packaging of choice

Rayovac supports your practice with attractive, environmentally sustainable and patient friendly packaging. Available in both single and larger multi-pack sizes.

## Expertise developed from experience

In the hearing industry Rayovac has 70 years experience with the development of one of the first wearable hearing aids in 1937. Since then we have worked with manufacturers and consumers to develop products that optimise the performance of devices.



# Specialist products for your patients

Rayovac's know-how and technical expertise has created a range of specialist, high performing products that sit alongside Extra Advanced. Each has been carefully crafted to meet the demands of device and user.



## Rayovac Mercury free - Our best battery ever!

Following 7 years of research and development, Rayovac's technical experts have overcome the challenges of removing mercury, which is traditionally used in other zinc air hearing aid batteries, to develop our best battery ever. Now with more power.

Over the past year we've made some big improvements to our mercury free range, including the introduction of AVA (advanced voltage agent) which was launched in Spring 2011. Independent testing proves this latest innovation lasts up to 30% longer than the equivalent competitor mercury free product\*. Not only do we offer up to an amazing 4 days extra battery life but also the extra power needed too. All this with a smaller environmental footprint - what an innovation!

\*Size 10, 13, 312 only. Independent testing based on current ANSI test regime.



## Rayovac cochlear mercury free

Rayovac cochlear mercury free provides implant wearers with the very latest in battery technology, whilst addressing the growing demands for environmentally friendly products. Plus it boasts up to 45% more power than Rayovac cochlear advanced.

## Hearing Equipment Accessory Range

Rayovac has developed a pre-merchandised range of the most popular accessories to help your customers maintain and protect their batteries and devices.

Includes battery magnet stick, for easy insertion and removal of batteries; battery caddy, for easy storage of loose and spare batteries; and battery tester to make sure your battery is in full working order.

All are brought together for the first time in a ready-to-merchandise tray.

Patients can also care for and clean their hearing devices with our 5 in 1 cleaning tool.

