

RAYOVAC
MERCURY
FREE



Our best battery ever

ADVANCING THE
POWER OF HEARING | TM



The new and improved Rayovac Mercury Free hearing aid battery, now with added AVA - the battery enhancing agent, means you can respond to growing patient demands for environmentally friendly products while maintaining the delivery of the power and performance expected of standard batteries.



HIGHER
VOLTAGE
MORE
POWER

1.45V

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

AVA benefits include:

- Voltage** Higher voltage (1.45V) compared to standard product even in high performance demanding conditions
- Capacity** Clear superiority versus all other mercury free hearing aid batteries
- Quality** Robust product design that delivers on all key quality metrics
- Consistency** Improved consistency across all environments



Rayovac have earned multiple international awards following the launch of this innovative, new and improved mercury free formula:

Rayovac is one of a select band of top companies to be awarded with the Queen's Awards for Enterprise in the innovation category. The Queen's Award for Enterprise is one of the highest honors that can be bestowed on a UK-based company and is awarded each year to those demonstrating outstanding achievement and innovation. Rayovac gained this award in recognition of its commitment to product development for pushing back the boundaries of battery technology with the launch of the new AVA mercury free product



Rayovac also gained multiple awards in the 2011 International Business Awards. Selected from more than 3,000 entries, Rayovac hearing aid batteries earned the top honour for the Environmental Responsibility Program of the Year in Canada and U.S.A, and in the Health Products & Service category. In addition, Rayovac also earned a Distinguished Honoree medal in the Best New Product or Service of the Year. Known as the 'Stevies' after the Greek word 'crowned', the prestigious International Business Awards are the only global, all-encompassing business awards programme to recognize great performances in business.

Safeguard
the health of
our planet -
Go mercury free



Introducing our latest innovations

Hot on the heels of the mercury free AVA launch, we are pleased to announce the new cochlear mercury free battery; a high performance battery with up to 45% more power than the previous Rayovac cochlear advanced design.

Rayovac understands the high usage and high demands of cochlear implant devices. Available in packs of 60, cochlear mercury free benefits from a higher voltage of 1.45V, providing increased power for a improved performing battery.

Available now, Rayovac cochlear mercury free batteries provides implant wearers with the very latest in battery technology while addressing growing patient demands for an environmentally friendly product.

Environmental legislation

Why mercury-free? The buzz in the audiology industry today is around the introduction of mercury-free hearing aid batteries, which are being developed in response to growing consumer demands for more environmentally friendly products. 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 - particularly if used batteries are landfilled.

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, in a number of US states mercury containing hearing aid batteries have been banned since June 2011.

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. The goal is to protect health and the environment from the release of mercury and, where feasible, ultimately eliminating global, mercury release to air, water and land. 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 fueled by:

- legislation that mandated the elimination of mercury 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 can 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.



Mercury Free Hearing aid battery FAQs

Why is mercury used in other hearing aid batteries?

Zinc air batteries contain less than 25mg of mercury per cell which is used to prevent internal discharge and gassing in batteries. This in turn helps give the batteries a longer shelf life.

How do mercury-free batteries work without the use of mercury?

There are many alternatives to mercury, however most are equally as harmful or have proven to be very expensive. Rayovac has found the key to providing a mercury-free battery that is reliable and lives up to Rayovac safety standards.

Why batteries containing mercury are harmful?

As most used batteries decay in landfill sites, mercury contained in the cell has the potential to leach into lakes and streams eventually ending up in drinking water or contaminating wildlife such as fish. Therefore, posing a threat to the environment and health.

Independently Tested

Testing carried out on Rayovac's mercury-free hearing aid battery has shown the product to last up to 30% longer than any other competitive zero mercury hearing aid batteries.

Rayovac are so confident that they submitted the mercury-free product to both rigorous independent testing* as well as consumer trials around the world.

Tests carried out using the standards set by the American National Standards Institute (ANSI) and the International Electro-technical Commission (IEC) has demonstrated the prowess of the new technology - which replaces mercury in the cell with cleaner more sustainable process's and materials.

Research carried out among consumer groups and hearing charities demonstrated 95 per cent of consumers surveyed experienced an outcome equal to Rayovac's standard product.

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

RAYOVAC
MERCURY
FREE

Up to
130%
Rayovac

100% - Nearest
Competitor



*Independent testing

**Reduce mercury
consumption by
6500kg per annum**

Why sacrifice performance for 'going green' if you don't have to?

In addition to mercury free hearing aid batteries, Rayovac's commitment to minimize global impact includes:

- Dial cards are sourced from a PEFC sustainable forest
- Plastics are 100% recyclable
- Packaging is made from recycled board
- Working with IRIS to reduce energy consumption
- Rayovac is ISO 14001 accredited

