

RAYOVAC
EXTRA

The power to hear more

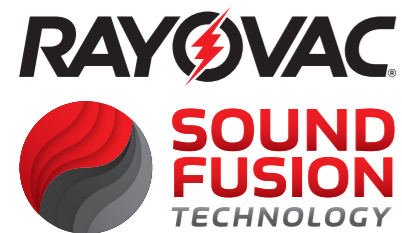
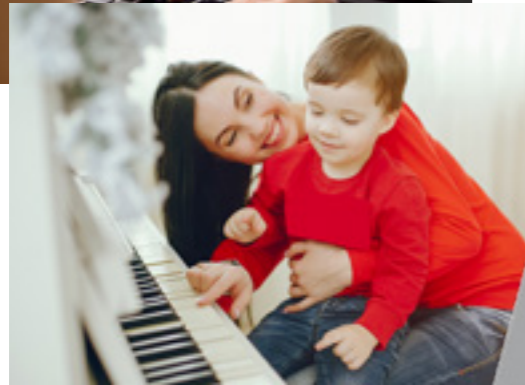


rayovac.eu

The power to hear more

**We make
business
boom**





www.rayovac.eu



Technology fuelled by innovation



RAYOVAC
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110 years of expertise in the hearing industry, along with a drive to constantly innovate and evolve means RAYOVAC hearing aid batteries are synonymous with quality.

RAYOVAC has always been a leader in its field and we continue to set industry benchmarks when it comes to design, technology and performance.

Our global research and development team based at our state-of-the-art Institute of Design and Technology work tirelessly to push the boundaries of hearing aid battery capability, constantly innovating and ensuring our batteries work harder, without compromising quality, for our customers.

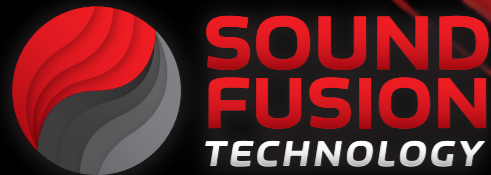
In the future - as in the present - RAYOVAC is committed to retaining its position as a market leader by continuing to develop technological enhancements, user-friendly packaging and shelf-life improvements.

All of which makes RAYOVAC a go-to provider for hearing care professionals and consumers around the world.

The power to hear more

NEW
TECHNOLOGY

RAYOVAC



NEW Sound Fusion Technology includes:



Highly Conductive Fusion

A revolutionary improvement to the polymer network inside each battery, allows increased cathode connectivity and gives the active ingredients more space to boost performance.



Increased Universal Power

Engineered for greater cell stability across a wide range of temperatures, Sound Fusion Technology provides even more consistent power.



New Manufacturing Process

An innovative blending methodology improves anode reaction efficiency and helps maximise the ingredients which power every single battery.

Our best battery ever[†]

The next generation in hearing aid battery technology is here. Building on 110+ years of engineering innovation and investment, RAYOVAC is taking battery technology to the next level with the introduction of Sound Fusion Technology.

RAYOVAC's new formulation and manufacturing process gives consumers even more of the performance they seek. Featuring up to 19% more battery life^{**}, up to 10 more hours of wireless streaming^{***} and excellent performance across a wide range of temperatures - with Sound Fusion Technology, no hearing aid battery lasts longer*.

Sound Fusion Technology is our most impressive design upgrade yet - the ideal blend of power, performance and reliability, making life sound better and empowering consumers to enjoy more of the moments that matter.

[†]vs. previous design (excluding 675).

^{*} RAYOVAC brand only. Based on ANSI/IEC performance tests for Standard Size 10, 13 and 312 (except 675).

^{**} ROV Batteries, size 312 vs. leading competitor based on ANSI/IEC wireless streaming test.

^{***} Size 312 Internal testing completed Jan - Feb 2021. RAYOVAC internal trial samples vs. leading competitor market samples based on ANSI/IEC wireless streaming test.

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110 years of innovation

With innovations through time, including the world's first wearable vacuum tube hearing aid and the introduction of innovative new pack sizes, our heritage is just as impressive as our batteries.

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1906
Founded

French Ray-O-Lites and Dry Batteries



1937
First hearing aid patent

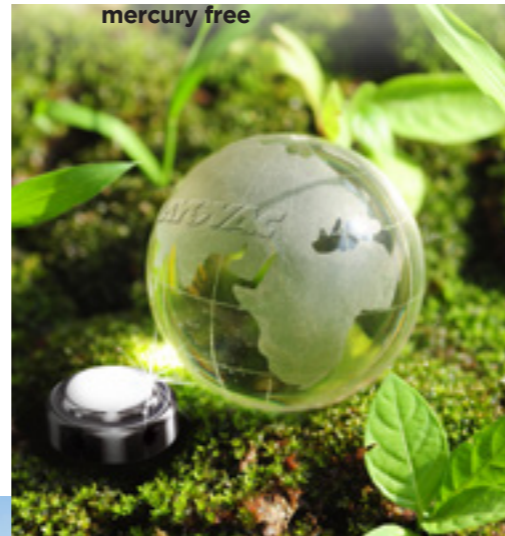


1964
First dial pack



1989
UK Zinc Air Production

2008
Launch of mercury free



2016
Clear Sound Technology



2010
Advanced voltage agent

2018
Longer lasting hearing aid power



2014
Wireless Approved

Energizer

ACTIVE CORE PLUS

2019
RAYOVAC joins Energizer, the worlds largest battery company
New RAYOVAC Active Core Plus™ is introduced



2020
RAYOVAC Active Core Plus™ is now even better with it's new air optimisation technology in size 312

2022



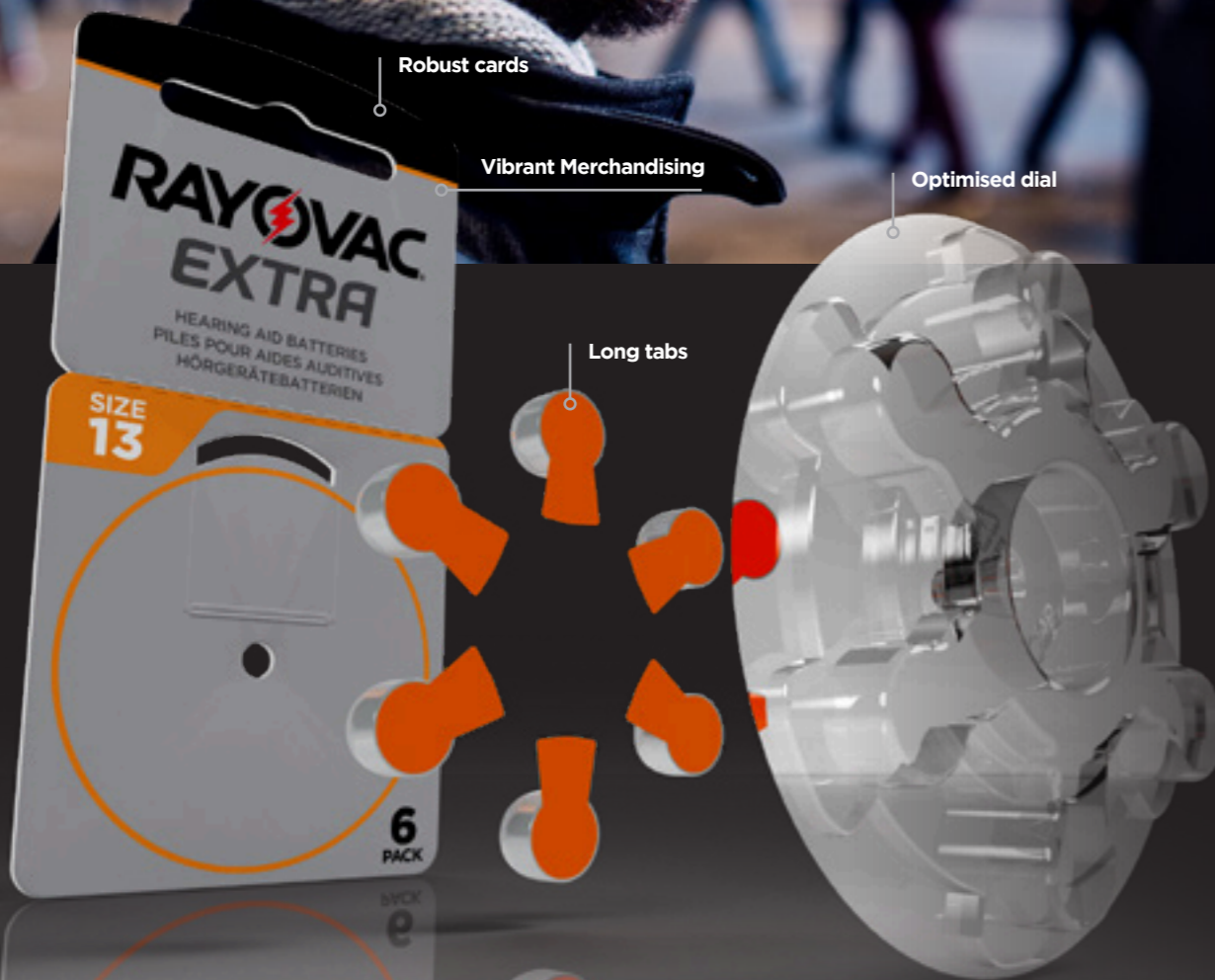
A new innovative formulation and manufacturing process takes battery development to the next level with Sound Fusion Technology.



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EXTRA

The full package



RAYOVAC's innovative EXTRA Premium pack design offers an array of innovative and user friendly features and benefits to you and your customers.

- **Long tabs**

Designed to help the user handle the battery more precisely while each tab is individually colour-coded for easy identification.

- **Robust cards**

Thick and durable cards give the consumer improved handling, the perforation also means the pack size can be reduced for easy transportation. In addition our upgraded cartons ensure batteries are safe during shipping and storage.

- **Optimised dial***

The dial has been moulded to the exact shape of the battery and tab, to ensure each and every cell is held both forward facing and securely within the pack.

- **Vibrant merchandising**

Consumer-focused designs mean the packaging and materials stand out to maximise sales opportunities.

- **Various pack sizes**

EXTRA Premium pack is now available in available in 4, 6 and 12 pack to provide consumers with convenience and flexibility, whatever their needs.

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We've got it covered

In choosing RAYOVAC, you are opting for more than just a battery. First class customer service is the hallmark of RAYOVAC EXTRA, and comes as standard with every purchase.

You will also gain our technical expertise and an exceptional support package.

- **Business Building Tools**

Include display stands, marketing materials and downloads to help you make the most of battery sales opportunities.

- **Online selling assets**

Enhancing online presence to help you reach more customers

- **Exceptional standards**

All RAYOVAC batteries undergo 262 quality checks, ensuring you receive our highest quality battery.

- **Advanced shelf life**

Fresh is always best, however, we provide a 4 year shelf life.

- **Outstanding service**

Great service means customers receive the right product, in the right place, at the right time.

- **Global reach**

A delivery network spanning across the globe.

- **Environmentally friendly**

Manufactured without mercury and compliant with EU Battery Directive (2013/56/EU).

- **Product guarantee**

Full product guarantee, we will replace devices damaged by a RAYOVAC battery*.

- **Heritage**

RAYOVAC is a powerful brand synonymous with the hearing aid industry around the world with over 110 years of brand legacy.

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* We will replace, at our discretion, any device damaged by a RAYOVAC battery, if handled correctly, before the best before date and sent pre-paid to your local RAYOVAC office.



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