

RAYOVAC
EXTRA

The power to hear more



rayovac.eu

The power to hear more



www.rayovac.eu





Technology fuelled by innovation

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 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.



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**SOUND
FUSION™**
TECHNOLOGY

Sound Fusion™ Technology includes:



Enhanced Universal Power

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



Optimised Manufacturing Process

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



Patented Technology

Optimised additives coupled with manufacturing processes enhance performance.





Our longest lasting battery

Building on 110+ years of engineering innovation and investment, RAYOVAC is taking battery technology to the next level with Sound Fusion™ Technology.

RAYOVAC's optimised formulation and manufacturing process gives consumers the performance they seek. Featuring long-lasting battery life and 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 yet - the ideal blend of power, performance and reliability, making life sound better and empowering consumers to enjoy more of the moments that matter.

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* Based on ANSI/IEC average.

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.

1906

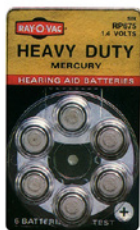
Founded

 **French** Ray-O-Lites and Dry Batteries



1937

First hearing aid patent

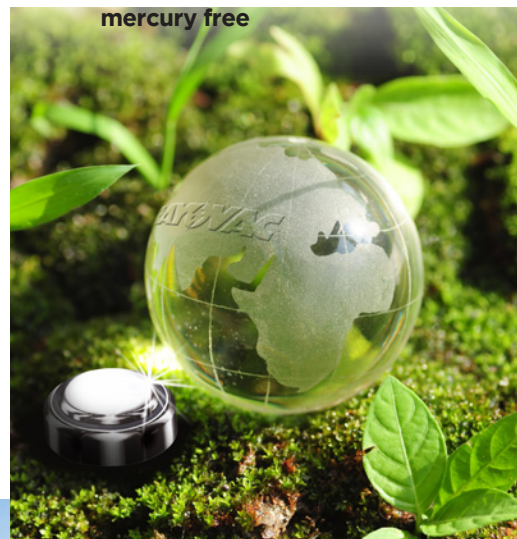


1964

First dial pack

2008

Launch of mercury free



1989

UK Zinc Air Production



RAYOVAC[®] EXTRA

2018

Longer lasting
hearing aid
power

RAYOVAC[®]
ACTIVE
CORE
TECHNOLOGY



2016

Clear Sound
Technology



2014

Wireless
Approved



HIGHER
VOLTAGE
POWER

2010

Advanced
voltage agent

Energizer

ACTIVE
CORE
PLUS

2019

RAYOVAC joins
Energizer,[®] the
world's largest
battery company
New RAYOVAC
Active Core Plus[™]
is introduced

ACTIVE **CORE**
Now with
Air Optimisation **PLUS[™]**



2020

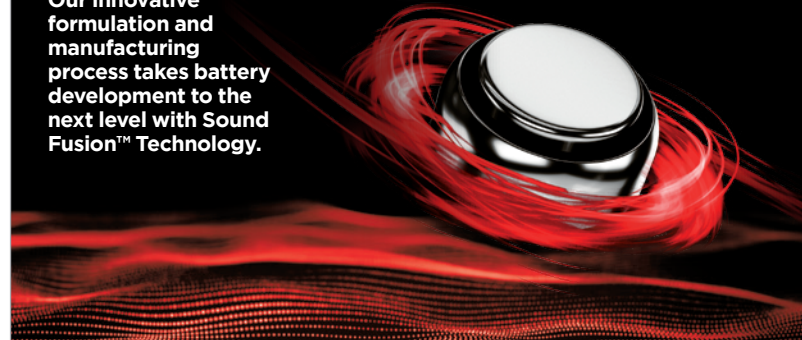
RAYOVAC Active Core Plus[™] is now even
better with it's new air optimisation
technology in size 312

2022/23

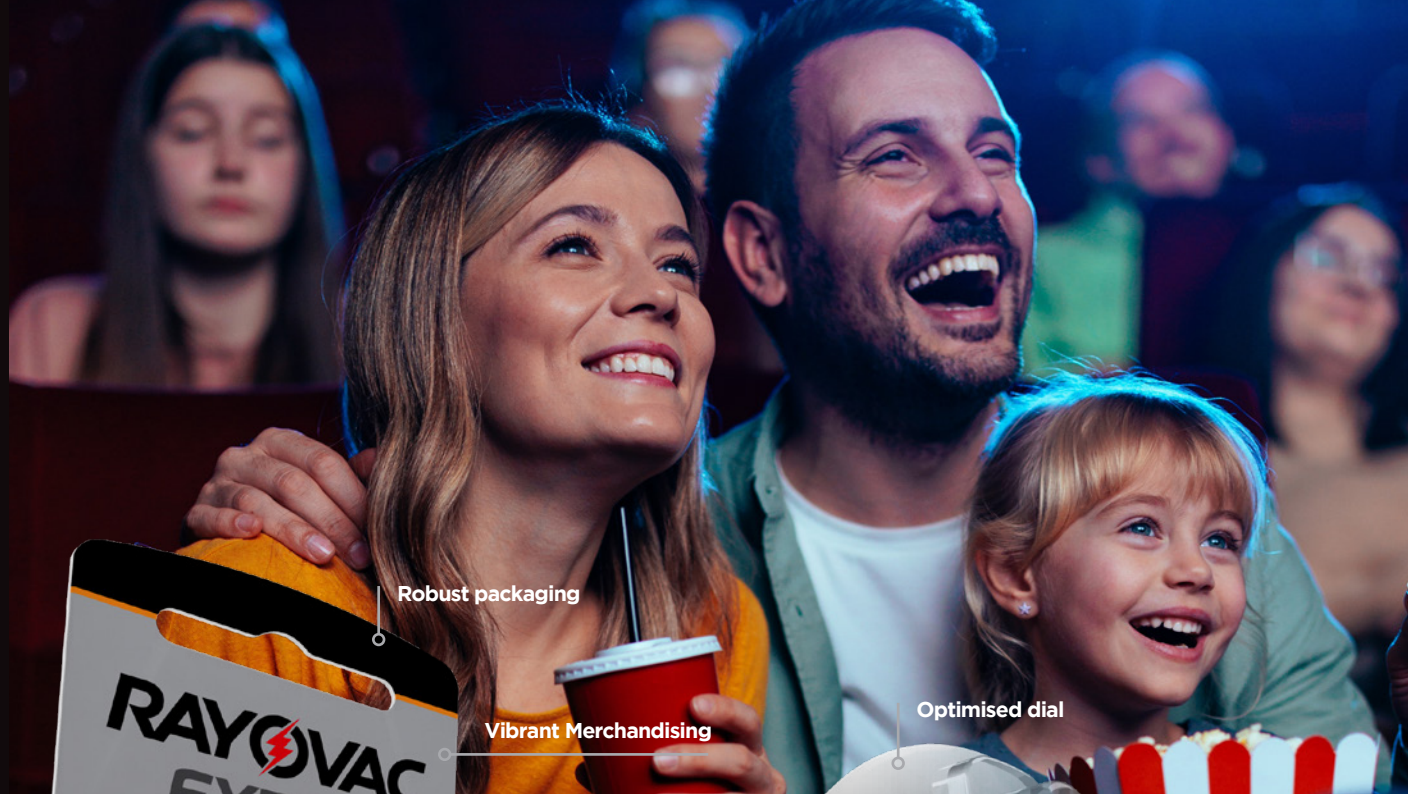


**SOUND
FUSION[™]**
TECHNOLOGY

Our innovative
formulation and
manufacturing
process takes battery
development to the
next level with Sound
Fusion[™] Technology.



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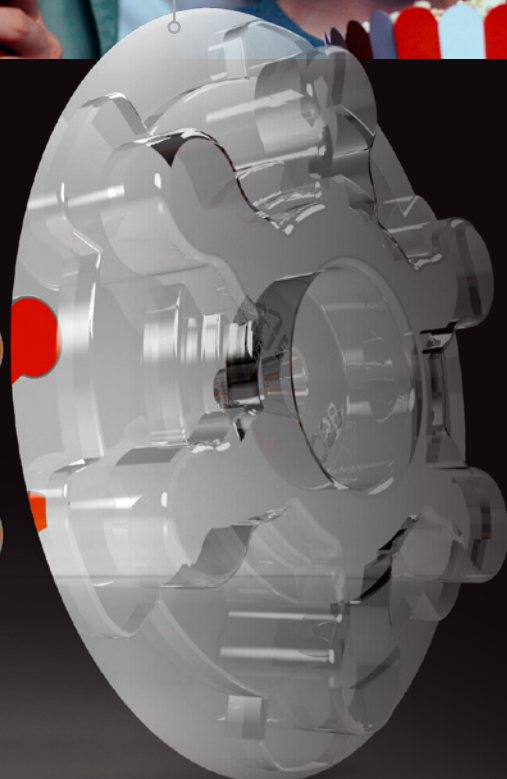
Robust packaging

Vibrant Merchandising

Optimised dial



Long tabs



RAYOVAC
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 packaging gives the consumer improved handling, the perforation also means the pack size can be reduced for easy transportation. Robust cartons ensure batteries are safe during shipping and storage.

- **Recyclable Packaging***

Considering sustainability, the plastic dials and backing card are separable and both can be recycled.

- **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 available in 6 and 8 pack to provide consumers with convenience and flexibility, whatever their needs.



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* Cards and dials.
** versus prior EXTRA™ packaging design.





We've got it covered

In choosing RAYOVAC, you are opting for more than just a battery.

With every purchase, you benefit from our technical expertise and a comprehensive support structure, ensuring you have the tools and guidance needed to succeed.

- **FREE Business Building Tools and online marketing resources**

Includes display stands and marketing materials & assets to enhance your online presence. Available to download via our dedicated asset portal to help you make the most of battery sales opportunities.

- **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.

- **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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