

NEW FOR 2014

# DURACELL® QUANTUM

Now Available in C, D, and 9V Cells.



**NO ALKALINE  
BATTERY  
LASTS  
LONGER**



**CHECK  
POWER  
LEVEL  
INSTANTLY**



**10-YEAR  
GUARANTEE  
IN STORAGE**

## HOW IT WORKS

### New Cathode More Material

Duracell Quantum packs more chemicals in the battery through a high speed pellet process to provide more power.



### New Separator Better Efficiency

Our thinner separator provides improved energy transfer and more internal volume for added active ingredients.



### New Anode More Activity

Smaller zinc particle sizes lead to more surface area to enhance high energy transfer.



## DURACELL DIFFERENCE

### PERFORMANCE:

Duracell lasts longer than other batteries across a variety of devices. This increases your productivity with battery-powered devices and reduces operational costs.

### QUALITY GUARANTEE:

Duracell tests over 2 billion batteries a year in numerous working environments to ensure quality and dependability. All of our batteries are guaranteed against defects in material and workmanship. If a device is damaged by a defect in Duracell batteries we will repair or replace it.

### THE BRAND PROFESSIONALS TRUST MOST:

Duracell is the #1 Brand Trusted by Contractors, Electricians, Educators, Office Professionals, Medical Professionals, Pharmacists, and First Responders.

### INNOVATION:

Duracell is driving innovation to meet your company's needs with a focus on what matters most: longevity, dependability and quality. Recently, we introduced Duralock with Power Preserve™ Technology that offers up to 10 years of life in storage, so you can depend on your batteries to be fresh. Our newest innovation, Quantum, is our most advanced, longest lasting alkaline battery ever!

### SERVICE:

Our experienced Duracell team will work with you to develop a plan to build your battery sales.



QU1400  
C 12PK



QU1300  
D 12PK



QU1604BKD  
9V 12PK



QU1500BKD  
AA 24PK



QU2400BKD  
AAA 24PK