

**DURACELL®****ENVIRONMENTAL LEADERSHIP**

DURACELL® IS COMMITTED TO ENVIRONMENTAL SUSTAINABILITY

**DURACELL®****SUSTAINABLE POWER**

Get the long-lasting, reliable power your business needs, and satisfy your sustainability goals with Duracell. Duracell alkaline batteries and rechargeable NiMH batteries are a sustainable power source for today's battery powered devices.

- + CopperTop® AA batteries are made with up to 14% recycled content.<sup>1</sup>
- + Quantum® AA batteries are made with up to 13% recycled content.<sup>1</sup>
- + All battery materials including manganese dioxide, graphite, zinc, tin plated brass and nickel plated steel are **RECYCLABLE**.
- + Duracell makes the industry's leading rechargeable battery for those needing consistent renewable power (e.g., high drain devices).
- + 50% longer lasting per charge.<sup>2</sup>
- + Batteries can be recharged up to 400 times.
- + All Duracell chargers are certified energy efficient by **ENERGY STAR**.
- + Duracell alkaline batteries and rechargeable NiMH batteries do not contain any hazardous heavy metals including Zinc Carbon, Cadmium, Lead, and Mercury.
- + Our manufacturing plants have improved their environmental impact by reducing resource consumption by<sup>3</sup>:
  - + 19% CO2 emissions
  - + 12% less solid waste
  - + 12% less water
- + Duracell has committed its manufacturing facilities to **ZERO LANDFILL WASTE**, reduced truck transportation distances, and using 30% renewable power by 2020.

<sup>1</sup> Calculations based on total manufacturing recycled content and raw-material recycled material content.

<sup>2</sup> Duracell NiMH 2400mAh AA vs. 1350 mAh within the first 200 cycles

<sup>3</sup> 2006-2012 per cell per production run

**DURACELL®**  
 + PROFESSIONAL -