





Bringing you the power...



HOUSE OF BATTERIES



WHO WE ARE

We are a battery-focused company

House of Batteries is a leading UK & International battery distributor, founded in 1992. We are an independent family-owned business.

- We supply a comprehensive range of battery brands
- Distributing to wholesale, Major retail, Regional Retail, Independents, OEM, businesses, Major E-tailers
- AGFAPHOTO: battery brand is exclusive to HOB
- Toshiba battery brand is exclusive to HOB in the UK & Ireland
- PHILIPS battery brand: we are the preferred major leading UK distributor
- Union Portable Lighting brand is exclusive to HOB
- Head office sales team covering all types of business sectors
- National Sales Manager covering major & national accounts
- Marketing Manager and E-Commerce Team



Our Purpose

To be a chosen battery distributor by providing an innovative range of products aligned with a quality of service that goes beyond expectations.

Our Objectives

To provide a superior and consistent level of customer experience by developing partnerships founded on trust and respect.

Our Philosophy

To create sustainable growth along side our trusted partners in their chosen markets.

Our Commitment

To understand the priceless ingredient of individual and excellent service and encourage continuous improvement by maintaining an atmosphere in which our partners can flourish.

These points are the foundations that we will use to build towards our overall goal of becoming the **UK's #1 Battery Distributor**.









Our brands Some of our key branded battery and portable lighting lines

Our customers High-street and online presence





2017

Toshiba

HOB Appointed UK & Ireland Battery Distributor for Toshiba Batteries. Union Portable Lighting Range increased with the introduction of 8 new C.O.B. products.

2016 Digital Appointment

Appointment of the new Ecommerce Manager contributes to significant growth in the sector and allows for the acquisition for well known E-tailers

2015

Agfaphoto

Agfa Photo Value Energy Range introduced with 3 products. Major listings within National retailers with Value Energy Range

2014

UNION Lighting

Union Portable Lighting Range introduced with new 12 products. Supply chain and logistic Specialist is recruited to optimise delivery capabilities

2013

Philips Batteries

HOB Appointed UK & Ireland Battery Distributor for Philips Batteries, National sales manager restructures the New Sales Team







Our Brands...

At House of Batteries, we spend countless hours source and testing batteries and brands from all over the world to find the ideal batteries at the right price.

PHILIPS

sense and simplicity



GLOBAL RECOGNITION

Highly recognizable on the high-street

Philips has the highest rank compared to other battery brands, in **Top 100 of Best Global Brands 2016**



PHILIPS	<u>No 41</u>
Panasonic	No 68
Duracell	not in Top 100
GP	not in Top 100
Energizer	not in Top 100

PHILIPS

Research by http://interbrand.com/best-brands/best-global-brands/2016/ranking/



CLEAR IDENTITY PACKAGING

PHILIPS

Across the range





Clear and Recognisable Packaging on all 6 Power Grades creating a family look

Updated & optimized look and feel

 \checkmark

Clear perception of value difference – Long Life Zinc upwards to Rechargeable



Improved Battery Sales on fixture by simplifying the shopper experience on pack type identity



Lithium Ultra

Lasts 7 x longer than alkaline*

Philips Lithium Ultra batteries are perfect for power-hungry portable gear. They last an amazing 7 times longer than alkaline types, delivering more hours of fun. Quite simply, they the top performers you've been waiting for.









Ultra Alkaline "Extra Long Lasting" power

When you simply have to have the best, insist on Ultra Alkaline batteries. They give you 30% more power than ordinary alkaline batteries and are perfect for your high-energy consuming devices.













Power Alkaline Range

Powers all high energy consuming devices

Your electronic products today, like electronic toys and portable audio, are more thirsty for power than ever. Keep them running longer, with Power Alkaline Philips batteries.

- Alkaline technology is ideal for energy-hungry devices
- Philips Alkaline batteries contain 0% Cadmium, Mercury, Lead
- · Easy-to-understand language-free user instructions
- Alkaline batteries are 6 x better than average Zinc Carbon
- Complete range which means a battery for every need
- The battery remains fresh for use for up to 5 years









Power Alkaline B6 Value Packs







Power Alkaline B8 Value Packs









Power Alkaline B10 Value Packs









Power Alkaline B12 Value Packs









Power Alkaline B32 Value Pack

Powers all high energy consuming devices





Power Alkaline Value Tubs







NRG Power Alkaline Extra Value Saver Combination AA& AAA Shrink Pack



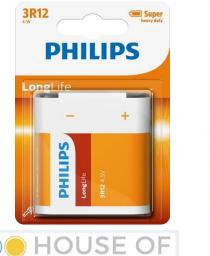


PHILIPS

Long Life Zinc Top low-drain device batteries

For your low-drain products, choose LongLife batteries. Zinc-Chloride technology is perfect for your clocks, radios, calculators and remote controls.

- High-quality Zinc-Chloride technology ensures long life
- Philips ZnC batteries contain 0% harmful heavy metals
- The battery remains fresh for use for up to 3 years
- Colours make recognition of battery sizes easier
- Easy-to-understand language-free user instructions



BATTERIES











Long Life Zinc Chloride B12 Value Packs Top low-drain device batteries









Rechargeable Battery Ready to Use Rechargeable batteries

Ideal for all your digital devices. These high-capacity AA batteries do not need to be drained before recharging; simply top them up whenever it is convenient for you. What's more, you can recharge them up to a thousand times.

- NiMH technology for recharging multiple times
- Enjoy the full capacity over and over again
- Ready to use
- Saves money because it can be recharged 1000 times





Overnight Charger

Charges two or four AAA or AA simultaneously

Charge your AA and AAA batteries overnight with this Plug Charger. It charges two or four batteries simultaneously. The built-in timer stops the process after eighteen hours, so there is no damage from overcharging. 4 x 1300 mAh batteries included.

- Charge AA and AAA batteries in one charger
- Charges 2 or 4 batteries at the same time
- Ensures correct battery installation in the charger
- Built-in timer to protect the batteries from overcharging
- 1300 mAh rechargeable AA batteries are included

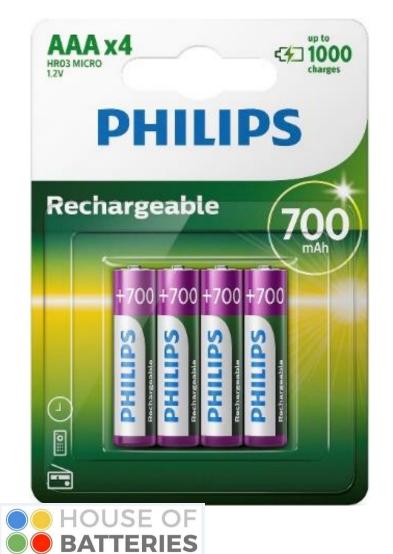


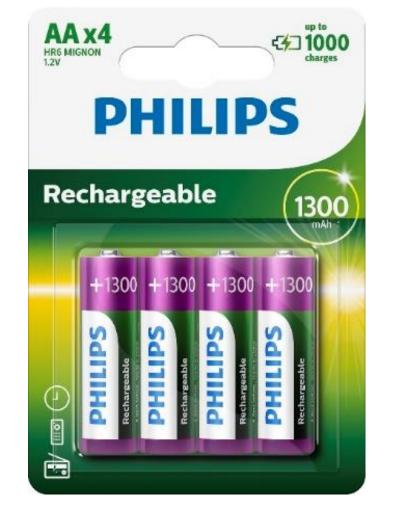




Nimh Rechargeable

Rechargeable batteries



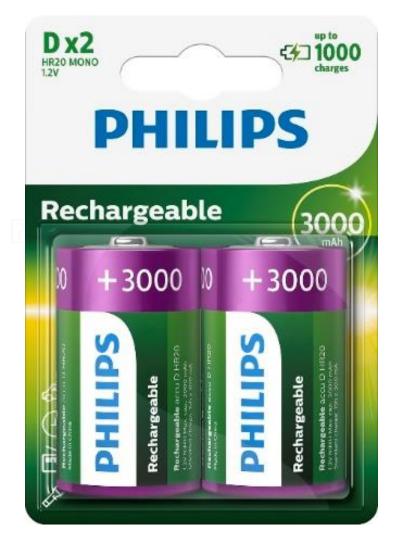




Nimh Rechargeable C & D Rechargeable

BATTERIES





Lithium Coin "Extreme Long Lasting" Power









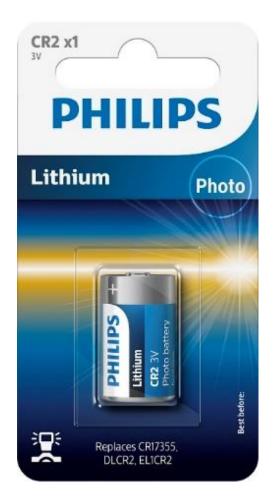




Lithium Photo Camera

"Extreme Long Lasting" Power



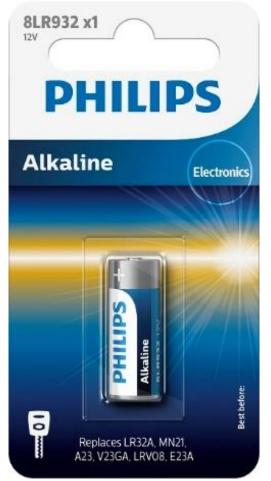


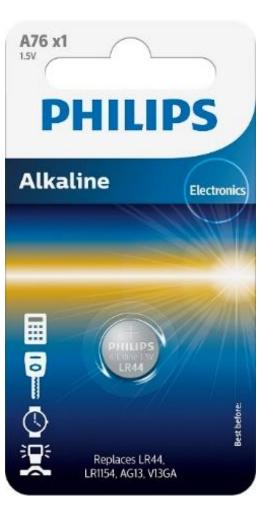


Alkaline Mini Cells

"Extreme Long Lasting" Power













Introducing...











AA / LR6 / MN1500

GENERALS

Normal Voltage: 1.57 – 1.65v Capacity: Approx 2600 mAh Weight: 23.5g Shelf Life: 5 years* Operation Temperature: -18C to 50C Recommended Storage Temperature: 18C to 25C

STANDARDS

General Requirements: - IEC 60086-1 - IEC 60086-2 Safety:

- IEC 60086-5

- -CR 8807 5
- GB 8897.5



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Industrial



PHILIPS

Industrial



AAA / LR03 / MN2400

GENERALS

Normal Voltage: 1.57 – 1.65v Capacity: Approx 1120 mAh Weight: 11.2g Shelf Life: 5 years* Operation Temperature: -18C to 50C Recommended Storage Temperature: 18C to 25C

STANDARDS

General Requirements: - IEC 60086-1 - IEC 60086-2 Safety: - IEC 60086-5

- GB 8897.5





PHILIPS

Industrial



SIZE C / LR14 / MN1400

GENERALS

Normal Voltage: 1.57 – 1.65v Capacity: Approx 7200 mAh Weight: 72.5.0 ± 2.5g Shelf Life: 5 years* Operation Temperature: -18C to 50C Recommended Storage Temperature: 18C to 25C

STANDARDS

General Requirements: - IEC 60086-1 - IEC 60086-2

Safety:

- IEC 60086-5
- GB 8897.5









SIZE D / LR20 / MN1300

GENERALS

Normal Voltage: 1.57 – 1.65v Capacity: Approx 14500 ± 500 mAh Weight: 148g Shelf Life: 5 years* Operation Temperature: -18C to 50C Recommended Storage Temperature: 18C to 25C

STANDARDS

General Requirements: - IEC 60086-1 - IEC 60086-2 Safety: - IEC 60086-5 - GB 8897.5





PHILIPS Industrial





SIZE D / LR20 / MN1300

GENERALS

Normal Voltage: 1.57 – 1.65v Capacity: Approx 14500 ± 500 mAh Weight: 148g Shelf Life: 5 years* Operation Temperature: -18C to 50C Recommended Storage Temperature: 18C to 25C

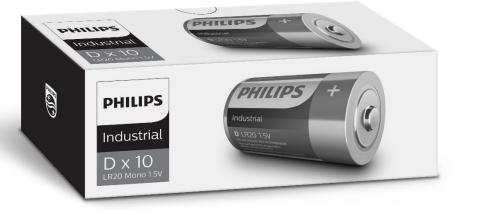
STANDARDS

General Requirements: - IEC 60086-1 - IEC 60086-2 Safety: - IEC 60086-5 - GB 8897.5











9V / 6LR61 / MN1604

GENERALS

Normal Voltage: > 9.0V Capacity: Approx 550 mAh Weight: 44g Shelf Life: 5 years* Operation Temperature: -18oC to 50oC Recommended Storage Temperature: 18oC to 25oC

STANDARDS

General Requirements: - IEC 60086-1 - IEC 60086-2 Safety: - IEC 60086-5 - GB 8897.5





PHILIPS Industrial





PHILIPS INDUSTRIAL

Technical Documents available on request...









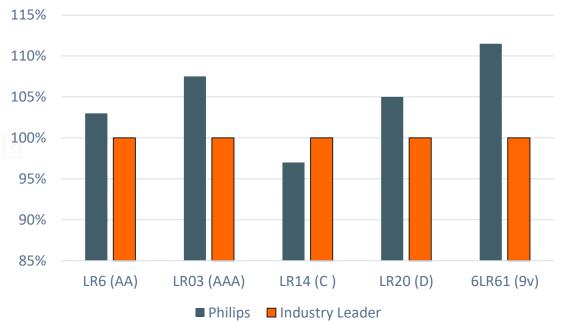
PHILIPS INDUSTRIAL

Independent Benchmark results available on requests...



PHILIPS Industrial

Philips Industrial VS Brand Leader









OAGFAPHOTO

- Agfa Photo offers a comprehensive Battery Range at Value for Money Prices
- Agfa Photo battery products are manufactured to a high quality specification using the latest technology in a modern state of the art factory
- Agfa Photo Battery Types are suitable for all modern
 equipment and appliances
- Our new look packaging creates a high quality perception along with a quick look visual to identify the battery types





Instant Energy Batteries Ready To Use











Value Energy Rechargeable Range Ready To Use

OAGFAPHOTO









Alkaline Range









Alkaline Extra Value Tubs









- Extra Value Money Saving Packs
- Available in AA & AAA sizes
- Neat UPVC Tub holds 24 Batteries
- Non spill storage solution

Alkaline Value Packs









Alkaline Mini Cell Value Packs









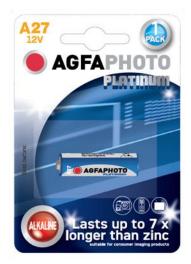


Alkaline Mini Cells















Alkaline Mini Cells















Zinc Chloride Range

OAGFAPHOTO





Zinc Chloride Range Promotion Value Packs





Available in AA & AAA sizes



Lithium Coin Cell Value Packs





BATTERIES



Lithium Coin Packs







AGFAPHOTO



CR2 3V





9V Pocket Torch







- Versatile Pocket-size torch
- LED Lighting
- 2 Available Light Settings
- 100 Hours Usage
- 9V Alkaline Battery Included



Ocean Underwater SUC





- Underwater Single Use Camera
- Waterproof up to 3M
- Film Format 135 Film (24x36mm)
- High Quality ISO 400 Film with 27 Exposures
- 28mm Fixed Focus Lens
- Focussing: Focus Free, 1m
- Valuable Solid Cover Design
- Dimensions 10, 4x3, 5x6, 7cm
- RRP £9.99



Outdoor Flash SUC





- Built In Slide Switch(15s Recycle Time)
- Film Format 135 Film (24x36mm)
- High Quality ISO 400 Film with 27 Exposures
- Flash Range 4 Metres
- Power Source 1 AA- Alkaline Battery
- Focussing Free 1m
- Lens 31mm
- Valuable Solid Cover Design
- Dimensions 11, 5x2, 7x5, 8cm
- Weight 95g
- CE Approval & RoHS Certification
- RRP £5.99



Union



Portable lighting solutions



LED Dual Function Worklight



- Area Worklight with 30 LED's
- Front Spotlight with 7 LED's
- Dual Function Switch
- Hard Durable Case with Rubberised
 Contact area
- Magnet at rear for metal surfaces
- Integral Hanging Hook for hands free operation
- Powered with AA size batteries x 3 (not included)
- CDU Case Quantity x 12 Worklights



14 LED Aluminium Barrel Torch

Union

14 LED

Product Code UNION14LEDALLOY

- Front Spotlight with 14 LED's
- Soft Touch Rubberised Switch
- Hard Durable Aluminium Case
- Carrying Strap
- Anti-Roll Function on Head Unit
- Powered with AAA size Batteries x 3 (not included)
- CDU Case Quantity x 12 Torches



9 LED Aluminium Barrel Torch



- Front Spotlight with 9 LED's
- Soft Touch Rubberised Switch
- Hard Durable Aluminium Case
- Carrying Strap
- Anti-Roll Function on Head Unit
- Powered with AAA size Batteries x 3 (not included)
- CDU Case Quantity x 12 Torches



LED Dynamo Wind Up Torch



- Front Spotlight with 3 LED's
- Positive Grip Switch
- Hard Durable Case with Rubberised
 Contact area
- Compact Design
- Winding Handle folds into torch casing
- Carrying Strap
- CDU Case Quantity x 12 Torches





9 LED Rubberised Barrel Torch

ABERISER



- Front Spotlight with 9 LED's
- Soft Touch Switch Control
- Hard Durable Rubberised Case
- Carrying Strap
- Anti-Roll Function on Head Unit
- Powered with AAA size Batteries x 3 (not included)
- CDU Case Quantity x 12 Torches



12 LED Mini Lantern & Area Light



- Front Headlight with 7 LED's
- Opens up to an Area Light with 5 LED's
- Rubberised Switch
- Plastic Case
- Carrying Strap
- Anti-Roll Function on Base
- Powered with AA size Batteries x 3 (not included)
- CDU Case Quantity x 12 Torches



LED Heavy Duty Hand Lantern



- Front Headlight with 13 LED's
- A Rubberised Switch
- Heavy Duty UPVC Case
- Carrying Strap
- Anti-Roll Function on Base
- Powered by PJ996 Battery/4 D size batteries (not included)
- Complete with 4D Battery Adaptor
- CDU Case Quantity x 12 Lanterns





Dual Function Compact Lantern



• 20 x LED Area Light

- 3 x LED Front Focus Beam
- Neat Compact Design
- Dual Function Switch
- Multi Angle Adjustable Stand
- Multi Swivel Hanging Hook Facility
- Rubberised Protective Casing
- Powered by AAA Size Batteries x 3 (not included)
- CDU x 12







LED Cycle Light Set



Product Code UNIONCYCLESET

- ٠
- ٠
- ٠
- Front Headlight with 5 LED's Rear Light with 9 LED's Front Headlight Permanent or Flashing Front Headlight Dual Purpose (can be used ٠ as a torch)
- Seven Function Rear Light with Permanent ٠ Legal Setting
- Rear Light can be fixed to Cycle or fixed ٠ clip for Belt
- Rear Light Powered with AAA size Batteries ٠
- x 2 (not included) Front Light Powered with AAA size Batteries ٠ x 4 (not included) Clam Shell Pack
- ۲
- Case Quantities: Inner of 12 Outer of 48 ٠





Multifunction LED Head Torch





Product Code UNION1WHEADLIGHT

- 1 Watt LED Headlight
- Variable Zoom Focus Beam Control
- 3 Variations Beam Setting: Bright, Dim, Flash
- Aluminium Head
- Rubberised Durable Head & Battery Case
 with height adjustment control
- Heavy Duty Adjustable Nylon Head Strap
- Rear Light Powered with AAA size Batteries x 2 (not included)
- Powered with AAA size Batteries x 4 (not included)
- Clam Shell Pack
- Case Quantities: Inner of 12 Outer of 48





Multifunction LED Head Torch





Product Code UNION3WHEADLIGHT

- 3 Watt CREE LED Headlight
- Variable Zoom Focus Beam Control
- 3 Variations Beam Setting: Bright, Dim, Flash
- Aluminium Head
- Rubberised Durable Head & Battery Case
 with height adjustment control
- Heavy Duty Adjustable Nylon Head Strap
- Rear Light Powered with AAA size Batteries x 2 (not included)
- Powered with AAA size Batteries x 4 (not included)
- Clam Shell Pack
- Case Quantities: Inner of 12 Outer of 48





Chip on Board technology

Most recent development in LED technology

Allows for much denser array of light

Consistent and controlled beams without individual light points

Greatly improved lumen per watt ratio

Lengthen lamp life



COB LED Inspection Light





Product Code UNIONINSPECTIONLIGHT

- Rubberised Protective Casing
- COB LED Inspection Light
- Magnets x 3 at base for metal surfaces
- Soft Touch Switch
- Multi Swivel Hanging Hook Facility
- Powered by AA Size Batteries x 4 (not included)
- CDU x 12





COB LED Head Light



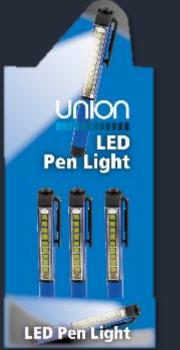
Product Code UNIONCOBHEADLIGHT

- Rubberised Protective Casing
- COB LED Headlight
- 3 Function Soft Touch Switch
- Adjustable Swivel Head Unit
 Adjustable Head Strap
 - Powered by AAA Size Batteries x 3 (not included)
- Blister Clam Single





COB Pen Area Work Light



Product Code UNIONPENLIGHT

- COB LED Pen Area Work Light
- Neat Compact Design
- Soft Touch Switch
- Pocket Clip Carrying Facility
- Magnetic Clip
- Powered by AAA Size Batteries x 3 (not included)
- Compact Battery Storage in handle
- CDU x 12



UNION

COB LED Dual Function Worklight



Product Code UNIONCOBINSPECTION

- COB LED Area Light
- LED x 4 Front Focus Beam
- Multi Angle Adjustable Stand with magnet
- Multi Swivel Hanging Hook Facility
- Strong Rubberised Protective Casing
- Dual Function Soft Touch Switch
- Powered by AAA Size Batteries x 3 (not included)
- CDU x 12

Union



UNION

COB LED Dual Function Torch



Product Code UNIONCOBTORCH

- Zoom Control Function
- Magnified Narrow to Wide Focus LED
 Beam
- COB LED Area Light
- Magnet at base for metal surfaces
- Dual Function Soft Touch Switch
- Moisture Sealing Ring to battery compartment
- Powered by AAA Size Batteries x 4 (not included)
- CDU x 12





- Compact COB LED Area Light
- Multi Angle Adjustable Stand with magnet
- Multi Swivel Hanging Hook Facility
- Magnet at base for metal surfaces
- Dual Function Soft Touch Switch
- Powered by AAA Size Batteries x 3 (not included)
- CDU x 12







- 3W Super Bright COB
- 120 Lumens Output
- LED Life 1000 HRS
- Adjustable Head
- Powered by AAA Batteries x 3 (not included)
- Construction ABS Plastic & Aluminium
- Colour Silver & Black
- Display method CDU (holds 6 pieces 3 x 2)





Product Code UNIONKEY



- 1W Super Bright COB
- 60 Lumens Output
- LED Life 1000 HRS
- Easy Clip Release Climbing Hook
- Complete with CR2032 Lithium Batteries x 2
- Construction ABS Plastic & Aluminium
- 2 Colours Blue & Black
- Display method CDU (holds 24 pieces 3 x 8)







DURACELL®

Duracell is the world's leading manufacturer of highperformance alkaline batteries. Their products serve as the heart of devices that keep people connected, protect their families, entertain them, and simplify their increasingly mobile lifestyles.

The Duracell name—originally coined as a shortened form of "durable cell"—is synonymous with innovation. The brand has made advances in single-use, renewable, and personal device-charging technologies





DURACELL® ULTRA POWER ALKALINE BATTERIES

Duracell Ultra Power alkaline batteries are our #1 longest-lasting batteries, enabled with highdensity core* and ideal for high-drain devices. POWERCHECK™ allows you to check remaining power at a glance, avoiding unnecessary interruptions, while Duralock Power Preserve technology keeps unused batteries fresh and powered for up to 10 years in ambient storage!





DURACELL® PLUS POWER ALKALINE BATTERIES

Engineered to deliver that kick off additional power, Duracell Plus Power batteries are available in size AA, AAA, C, D and 9V. Duracell Plus Power batteries provide reliable power for your everyday devices like motorized toys, flashlights, portable games consoles, remote controls, CD players, etc. and Duralock Power Preserve technology keeps them charged for up to 10 years in storage.











DURACELL® SIMPLY ALKALINE BATTERIES

Duracell Simply means quality Duracell batteries at an affordable price, providing great value vs. other Duracell alkaline batteries*. Simplify your life with guaranteed power from Duracell Simply, best for use in low to moderate-drain devices, like radios, remote controls or clocks. Duracell Simply batteries are available in sizes AA & AAA.













DURACELL® RECHARGEABLE BATTERIES

Duracell Rechargeable batteries and chargers take your mind off battery replacement so you can focus on the finer things in life. Switch to rechargeable power and spend more time gaming or playing with your children's favourite remote-controlled car using a powerful rechargeable battery.





















INDUSTRIAL BY DURACELL®

Designed for professionals

- Designed and packaged for wholesale and professional trade customers.
- Providing high quantities of dependable batteries at a cost-effective price.

High-performance power

- Delivering long-lasting power across a range of professional applications.
- Capable of operating in temperatures from -20°C to 54°C.
- Reliable performance, even after seven years of storage.
- Bulk battery for use in torches, smoke alarms and medical devices.

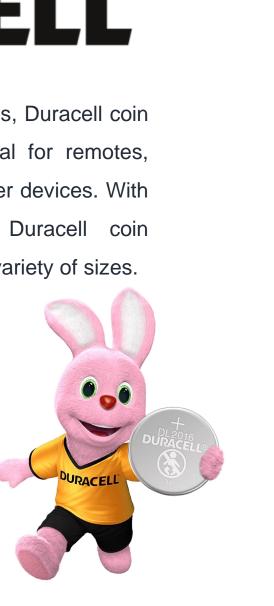




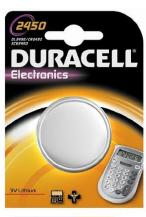


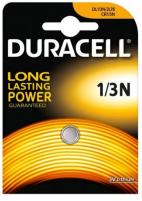
DURACELL® LITHIUM COIN

Much more than just watch batteries, Duracell coin and button batteries are also ideal for remotes, battery alarm clocks and many other devices. With guaranteed long-lasting power, Duracell coin batteries offer Duracell quality in a variety of sizes.













LASTING





Duracell provides a range of coin and button batteries, ideal as watch batteries. Lock for Duracell's coin and button batteries when the time comes for watch battery replacement to ensure long lasting performance.

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LONG LASTING POWER

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DURĂCELĽ

DURALOCK

15V Silver Daide



LONG LASTING POWER

9 + 1

DURACELL

SV Silver Oxide



DURACELL® HEARING AID BATTERIES

The Duracell EasyTab hearing aid battery is easy to hold, replace and remove. An extra-long tab makes it simple to handle, and its lightweight packaging is easy to open. EasyTab hearing aid batteries are colour-coded in yellow, orange, brown and blue, so you won't have any trouble finding the size that's right for you.











Duracell Specialty batteries are dependable power solutions in all specialty devices, performing equally well as camera batteries and remote control batteries. Whatever your specialty device needs, Duracell has a specialty battery for you.



DURACEL







DURACELL® PHOTO ULTRA LITHIUM

Rely on the long-lasting Duracell Specialty Ultra Lithium batteries to power your digital cameras and camera flashes, portable lights, medical devices (portable O2 analyzer), security devices (electronic lock) and other electronics (such as laser pointer, microphones, night vision devices). Duralock Technology preserves battery's power up to 10 years in storage.











TOSHIBA Leading Innovation >>>>





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4 +2 Value Packs

Strong Brand Position

High Quality and Long Life

Safe, Powerful & Reliable

Includes 2x Top Selling Sizes





AA & AAA 4 +4 Value Packs



Strong Brand Position

High Quality and Long Life

Safe, Powerful & Reliable

Includes 2x Top Selling Sizes





AA & AAA 6 +4 Value Packs

Strong Brand Position

High Quality and Long Life

Safe, Powerful & Reliable

Includes 2x Top Selling Sizes

Toshiba, a world leading manufacturer of alkaline, zinc, manganese and lithium batteries which are suitable for a wide range of high-end electronics devices from calculators and wireless keyboards to digital cameras and gaming console controllers covering even the most demanding every needs.



Power ME U

TOSHIBA





AA & AAA 8 +4 Value Packs

Strong Brand Position

High Quality and Long Life

Safe, Powerful & Reliable

Includes 2x Top Selling Sizes







AA 6 +4 AAA Value Packs





Strong Brand Position

High Quality and Long

Safe, Powerful & Reliable

Includes 2x Top Selling Sizes





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AAA 4x Blister Pack

Strong Brand Position

High Quality and Long

Safe, Powerful & Reliable

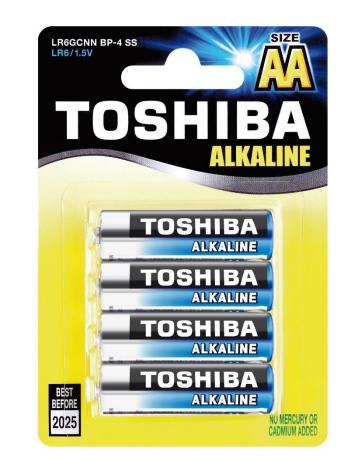
Includes 2x Top Selling Sizes





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AA 4x Blister Pack

Strong Brand Position

High Quality and Long

Safe, Powerful & Reliable

Includes 2x Top Selling Sizes





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Size C 2x Blister Pack

Strong Brand Position

High Quality and Long

Safe, Powerful & Reliable

Includes 2x Top Selling Sizes





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LR20GCNN BP-2 SS LR20/1.5V		SIZE
ΤΟ	SHIB	
	IOSHIBA ALKALINE ING I DO NOT RECHARGE ING I DO NOT RECHARGE IN FRICE	
2020		NU MERCURY OR CADMIUM ADDED

Size D 2x Blister Pack

Strong Brand Position

High Quality and Long Life

Safe, Powerful & Reliable

Includes 2x Top Selling Sizes





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9v Blister

Strong Brand Position

High Quality and Long Life

Safe, Powerful & Reliable

Includes 2x Top Selling Sizes

