

RAYOVAC
PROLINE
ADVANCED
-MERCURY FREE



**NEW IN
2011**

INTRODUCING
OUR BEST
HEARING AID
BATTERY EVER!

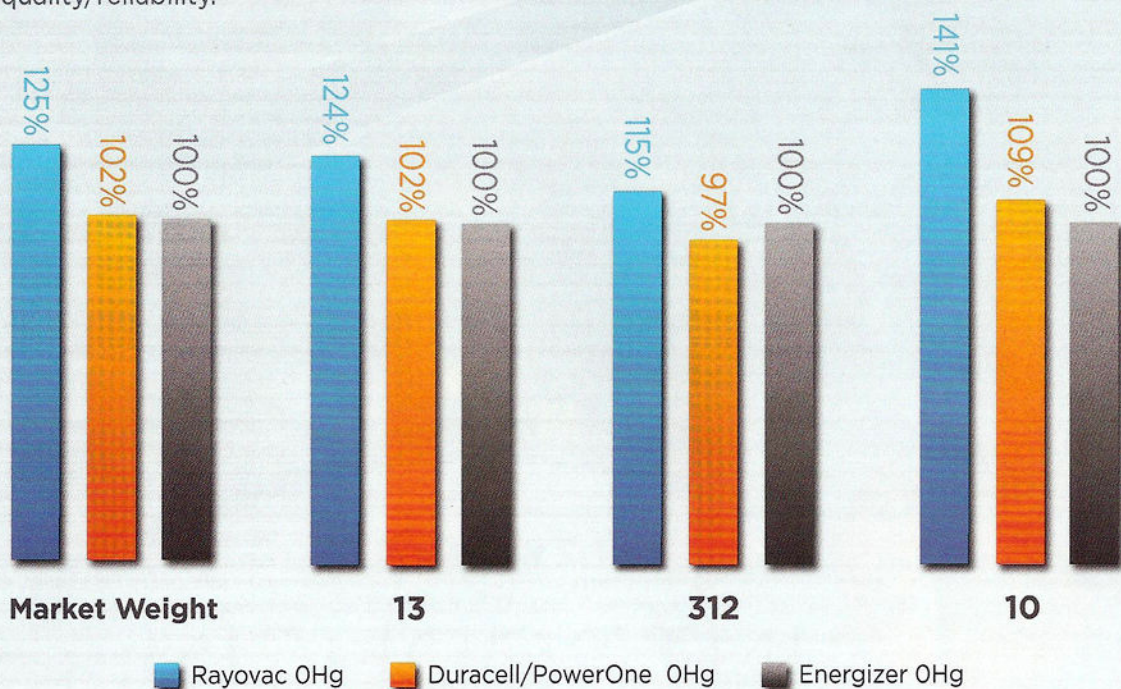
ADVANCING THE POWER OF HEARING™

WORLD'S MERCURY FREE

Introducing Our Best Battery Ever!

The constant drive for superiority and years of focused research and development have culminated in the creation of our best battery ever! We improved our battery performance on all three critical dimensions: capacity, voltage, and quality/reliability.

Up to
32%* Longer than
Duracell/PowerOne
 Mercury Free
41%* Longer than
Energizer
 Mercury Free



Highest Capacity

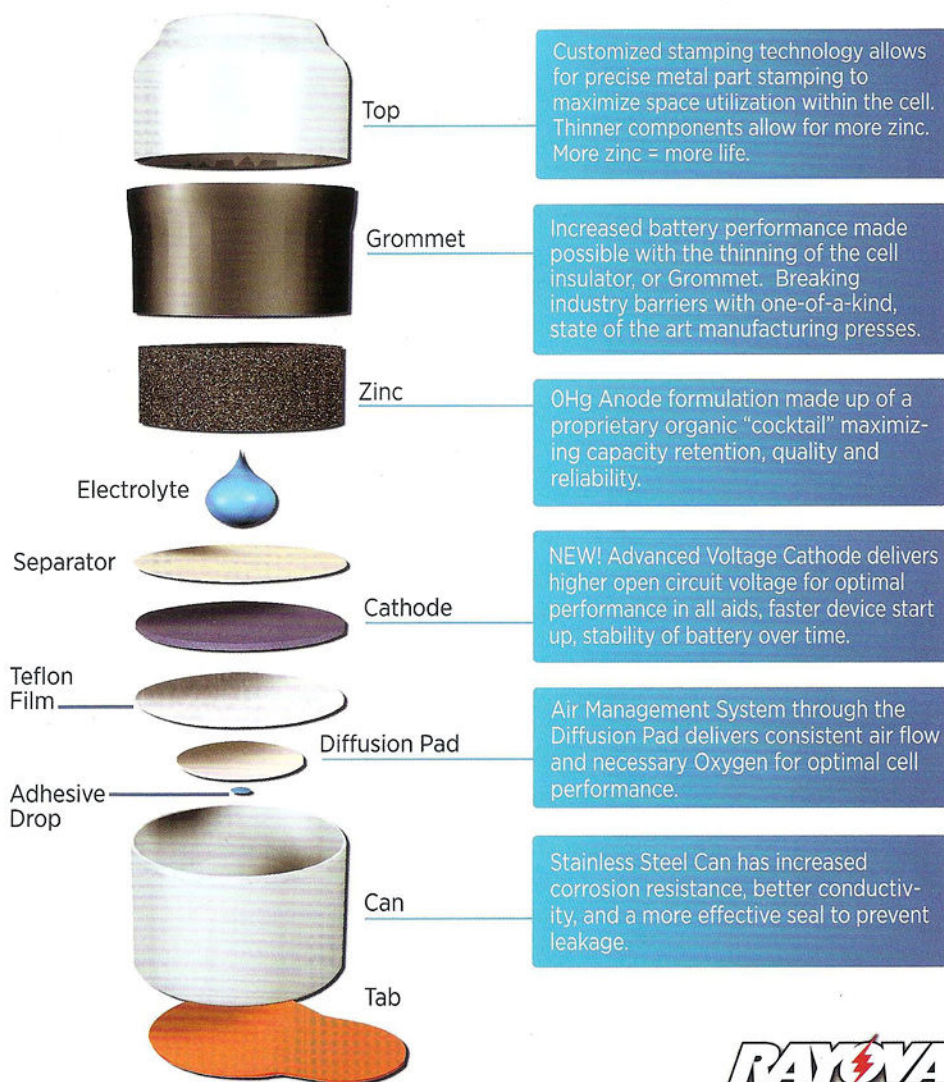
Through our consumer research, patients have consistently indicated battery performance and quality are their primary considerations when choosing their hearing aid battery. ProLine Advanced Mercury Free addresses the needs of your patients as the clear performance leader and we outlast competitors by **up to 41%**! Performance matters and translates to up to **3 more days** of battery life for the hearing aid wearer! Always recommend and supply the best batteries for your patients.

*Internal testing based on current ANSI test regimes, Jan 2011.

LONGEST FREE HEARING AID

Superior Cell Design + Mercury Free Anode Formulation
+ NEW Advanced Voltage Cathode =

OUR BEST Mercury Free Hearing Aid Battery Ever!



RAYOVAC
PROLINE
ADVANCED
MERCURY FREE

LASTING AID BATTERY

Higher Voltage

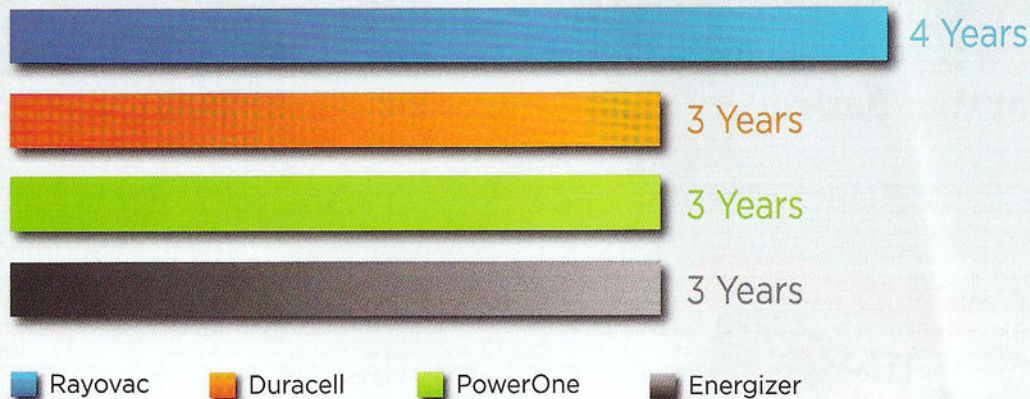
Rayovac engineers have risen to the challenge and increased our hearing aid voltage to 1.45V. The new battery formulation delivers improved performance and discharge equivalent to the standard Rayovac batteries. Higher voltage translates to faster hearing aid start-up time and optimal performance in all aids.



**HIGHER VOLTAGE
MORE POWER**

Quality and Reliability

Our rigorous testing and research resulted in improved consistency and the development of an advanced sealing process. This superior formulation and mechanical design is resistant to swelling, leakage, and provides consistent performance resulting in the world's only four year freshness date code.



Stringent Testing Criteria Ensures the Highest Quality for Your Patients

Understanding the importance of battery performance, Rayovac has developed an advanced test regime that accurately reflects device and consumer requirements. Following the most recent guidelines established by ANSI and IEC, battery performance, quality, and reliability are strictly monitored assuring that you and your patients receive the very best performance battery after battery.

FREE MARKETING MATERIALS



- 1 Hearing Aid Battery Card Displays
- 2 Note cards
- 3 Window Clings
- 4 Coupon Books
- 5 Informational Brochures
- 6 Battery Accessories
- 7 Envelopes
- 8 Battery Club Cards
- 9 Referral Programs
- 10 Customizable Imprinted Cards

Build Your Practice to its Full Potential

Rayovac's business builder program makes marketing easy for ProLine customers. Marketing tools can be customized to meet the needs of your growing practice. They are specifically designed to create and reward patient loyalty and attract new business. Take advantage of these **FREE** resources!

For more information on how you can order your **FREE** marketing materials call **1-800-680-2355**



Market Your Business

Custom imprints are free on every pack of Rayovac ProLine Advanced Mercury Free batteries.



Environmentally friendly packaging made from recycled & recyclable materials.

Customization to reinforce your brand by adding your logo to the #1 hearing aid brand - Rayovac!

Clear battery size and industry standard color codes for easy selection.

Patient preferred dial format with secure spin & lock features.

Multiple pack configurations to meet your office needs.

RAYOVAC
PROLINE
ADVANCED
MERCURY FREE



At Your Service

Focused on your practice, ProLine Product Consultants are experts devoted to your business.

Contact us today to learn more!

1-800-680-2355

www.microbattery.com

Valued Product Consultants

Focused on your practice, the ProLine Product Consultants are experts devoted to your business. These consultants are knowledgeable about the industry, responsive to your needs, and available to assist your practice with a personal touch. They are specifically trained to benchmark your battery business against the market and uncover opportunities to grow your practice.