



## Spectrum Brands' Rayovac® Introduces New PRO LINE® Advanced

January 3, 2018

Rayovac combines its most advanced hearing aid battery technology with innovative packaging

MIDDLETON, Wis.--(BUSINESS WIRE)--Jan. 3, 2018-- Rayovac, the world's leading hearing aid battery manufacturer\* and a division of Spectrum Brands, Inc., has developed its most advanced battery system based on input from both hearing aid wearers and hearing health professionals. Rayovac's new [PRO LINE® Advanced](#) combines long lasting power\*\* with an easy to use package.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180103005346/en/>



Rayovac PRO LINE® Advanced (Photo: Business Wire)

patients were frustrated with their hearing aid battery packaging. To address this issue, Rayovac has made the package easier to handle and added several new features designed to keep the batteries clean, more secure and protected than the previous Rayovac packaging.

Innovative features include:

- A new lock dial system, which prevents the package from spinning freely, giving the user more control.
- A prominent forward-facing front door allows the user to see and lift each individual battery out of the package without having to flip the package over.
- Longer and wider tabs make it easier to see, remove and handle batteries.
- User-friendly package size and shape is designed to fit easily in an open hand and has a perforated rounded edge, making the dial removable for convenient transport or storage.

Rayovac's most advanced hearing aid battery delivery system will be available on its PRO LINE® Advanced line through hearing health professionals

"Our goal with PRO LINE® Advanced is to answer the unmet needs of hearing aid wearers. To do this we gathered input from daily users and hearing health professionals in developing our new technology and packaging," said Ann Rule, Senior Director of Marketing at Spectrum Brands' Rayovac Division. "The innovations make the batteries last longer than our previous formulation\*\* and easier to store, handle and use."

Battery life is ranked as one of the most important factors when patients choose hearing aid batteries, which is why Rayovac developed its new Active Core Technology. The technology delivers up to two more days of battery life than Rayovac's previous formulation\*\*\* and powers Rayovac's longest-lasting hearing aid battery. <sup>1</sup>

To achieve high quality performance Active Core Technology incorporates:

- **An Optimized Form** to provide more critical ingredients and deliver more capacity than Rayovac's previous design.
- **An Advanced Anode** ensures quality performance through the life of the battery. <sup>2</sup>
- **Secure Seal** to provide cell stability in extreme conditions.

In addition to improving the technology, Rayovac re-invented the traditional dial-package. Rayovac research revealed

on January 3, 2018.

"Consumers and hearing health professionals expect great products from Rayovac, and our PRO LINE<sup>®</sup> Advanced hearing aid batteries deliver," said Kevin Kouba, Division Vice President at Spectrum Brands' Rayovac Division. "Active Core Technology and the new, easy-to-use packaging are just the very latest in a long string of innovations. We look forward to continuing to help advance hearing care in the future."

For more than 80 years, Rayovac has been a leader in hearing aid batteries with a legacy of innovation and a commitment to providing solutions and high performing products for the estimated 360 million people around the globe with disabling hearing loss. Rayovac is the only zinc air hearing aid battery manufacturer in the USA and produces its hearing aid batteries, as it has for more than 50 years, in Portage, WI.<sup>3</sup>

\* Based on worldwide manufacturing market share.

\*\* Excludes size 675.

\*\*\* Reported by size 312 users in 2017 field study (results varied by use and device, excludes size 675).

#### **About RAYOVAC<sup>®</sup>**

RAYOVAC is a brand of consumer products owned by Spectrum Brands Inc. Rayovac products are some of the world's leaders in battery power and innovation. Backed by a long history of bringing the latest innovations to the marketplace, Rayovac offers a full range of high-performance batteries to meet the power needs of today's consumers. From long-lasting alkaline batteries to mercury free, enhanced hearing aid batteries, Rayovac's state-of-the-art products offer long lasting power at an affordable price. The company also manufactures a wide selection of high-quality flashlights. For more information, visit [www.rayovac.com](http://www.rayovac.com).

#### **About Spectrum Brands Holdings, Inc.**

Spectrum Brands Holdings, Inc., (NYSE: SPB) is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, plumbing, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, personal insect repellents, and auto care products. Helping to meet the needs of consumers worldwide, our Company offers a broad portfolio of market-leading, well-known and widely trusted brands including Rayovac<sup>®</sup>, Varta<sup>®</sup>, Kwikset<sup>®</sup>, Weiser<sup>®</sup>, Baldwin<sup>®</sup>, National Hardware<sup>®</sup>, Pfister<sup>®</sup>, Remington<sup>®</sup>, George Foreman<sup>®</sup>, Russell Hobbs<sup>®</sup>, Black + Decker<sup>™</sup>, Farberware<sup>®</sup>, Tetra<sup>®</sup>, Marineland<sup>®</sup>, Nature's Miracle<sup>®</sup>, Dingo<sup>®</sup>, 8-IN-1<sup>®</sup>, Furminator<sup>®</sup>, Iams<sup>®</sup> (Europe Only), Eukanuba<sup>®</sup> (Europe Only), Digest-eeze<sup>™</sup>, Healthy-Hide<sup>®</sup>, Littermaid<sup>®</sup>, Spectracide<sup>®</sup>, Cutter<sup>®</sup>, Repel<sup>®</sup>, Hot Shot<sup>®</sup>, Black Flag<sup>®</sup>, Liquid Fence<sup>®</sup>, Armor All<sup>®</sup>, STP<sup>®</sup> and A/C PRO<sup>®</sup>. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in approximately 160 countries. Based in Middleton, Wisconsin, Spectrum Brands Holdings generated net sales of approximately \$5.01 billion in fiscal 2017. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).

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<sup>1</sup> Based on ANSI/IEC performance tests for sizes 312, 13 and 10, (excludes size 675).

<sup>2</sup> vs. Rayovac's previous formulation (excludes size 675).

<sup>3</sup> Made in the USA with US and global parts.

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