

# DURACELL<sup>®</sup> PROFESSIONAL



[www.professional.duracell.com](http://www.professional.duracell.com)

## Dependable Power for Professionals

To meet the different levels of support and expertise required by the professional market, Procter & Gamble created a specific division: P&G Professional. Within this entity, the Duracell Professional teams provide answers to the service and expertise needs of the professional markets for batteries and all portable power.

Duracell Professional is a dedicated service for business and professional customers across Europe. It offers customers locally-based sales support from offices in 10 European countries, convenient centralised management of multinational accounts, technical expertise from the Duracell Technology Centre and the strength of P&G Professional's international logistics and support.

Through specialised product ranges and packaging, Duracell<sup>®</sup> provides the appropriate portable power solution to professional users whatever their sector: office supplies, electrical wholesalers, pack assemblers, OEMs, components distributors, medical broadcast etc. Duracell Professional strives to offer you the best of Duracell. As well as the different ranges and brands of alkaline batteries (Ultra, Plus, Simply), there are rechargeable batteries, lithium batteries, button-cell batteries etc.

This is why many professionals put their trust in Duracell Professional every day, not only in assembly, health, audiovisual equipment, alarm systems and electrical installations, but also for everyday office uses and for security forces (police, army, fire services etc.).



The Duracell factory in Aarschot, Belgium.







### DURACELL<sup>®</sup> ULTRA POWER

Our most powerful alkaline battery – delivering up to +80% more power\* with POWERCHECK™ – is now available with Duralock™, guaranteeing your battery remains fully charged before you use it.



### DURACELL<sup>®</sup> PLUS POWER

The ideal portable power solution for a wide range of medium- and low-drain devices – including torches, smoke alarms and wireless mice – now comes with Duralock™, ensuring a fully charged battery stays fully charged before it's used.



### DURACELL<sup>®</sup> RECHARGEABLE

Using NiMH chemistry, Duracell Rechargeable batteries can take hundreds of charging cycles and are now also available with Duralock™, giving you the confidence that all the power we build into our batteries is there when you need it.



### DURACELL<sup>®</sup> CHARGERS

Duracell chargers provide power for rechargeable batteries, with a range of different devices for different needs.



### DURACELL<sup>®</sup> Portable USB Chargers

Our range of portable USB chargers provides instant power for mobile devices when their batteries run out. Using Li-on technology, our chargers are compatible with USB-charged devices such as iPhone®, BlackBerry®, iPod® and more.



### SIMPLY<sup>®</sup> by DURACELL<sup>®</sup>

The Simply Duracell range offers renowned Duracell power, performance and reliability at a price that's affordable.



### DURACELL<sup>®</sup> Specialty range

Our 'non-standard' batteries are specifically designed for specialist applications, such as security and medical devices, digital cameras, watches and electronics, that may require smaller batteries or button cells.





# DURACELL® ULTRA POWER

WITH  **DURALOCK™**  
33 YEAR POWER RESERVE



## #1 DURACELL® LONGEST LASTING\*



### FOR ALL DEVICES

\* In AA alkaline, on average across devices.

#### Our most powerful alkaline battery ever

- Up to +80% More Power\*\*
- Ideal for digital cameras, photo flashes and toothbrushes
- Ultra Power batteries come with Duralock™

#### Power guaranteed for 10 years†

- All Ultra Power batteries come with Duralock™, guaranteeing your battery stays 100% powered for up to 10 years before use
- They are made using purer, high quality materials, with increased moisture content and high power MnO<sub>2</sub> in the cathode, and more superconductive zinc fines in the anode

#### Did you know that...?

- Duracell Ultra Power AA and AAA alkaline batteries are manufactured in our Aarschot plant (Belgium), which has quality ISO 9001 and ISO 14001 certifications
- All packaging is made of cardboard – 85% recycled
- We test every battery for voltage and leakage before packing them
- By continuously improving battery performance, we help reduce the number of cells used and disposed, so reducing waste
- Ultra Power batteries are also mercury-free and have Nordic Swan certification

#### The only battery with

**Powercheck™**

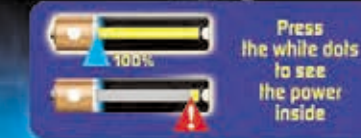
- A third of alkaline batteries get thrown away with usable power left inside
- Duracell Ultra Power is the only battery with POWERCHECK™, an in-built battery tester that lets you know how much power is left



**DURACELL®  
PROFESSIONAL**

# DURACELL® ULTRA POWER

WITH  **DURALOCK™**  
33 YEAR POWER RESERVE



Type ANSI	Description	IEC	EAN	Chem.	Volt	Cells/pack	Packs/inner	Pack size L x W x H (mm)	Pack weight (kg)
AA	MX1500 Ultra Power	LR6	5000394002562	A	1.5	4	20	84 x 15 x 120	0.106
AA	MX1500 Ultra Power	LR6	5000394002548	A	1.5	8	12	175 x 16 x 122	0.213
AA	MX1500 Ultra Power	LR6	5000394004030	A	1.5	12	12	172 x 17 x 120	0.310
AAA	MX2400 Ultra Power	LR03	5000394002692	A	1.5	4	10	86 x 12 x 123	0.055
AAA	MX2400 Ultra Power	LR03	5000394002746	A	1.5	8	10	85 x 14 x 120	0.099
C	MX1400 Ultra Power	LR14	5000394002852	A	1.5	2	10	84 x 27 x 120	0.153
C	MX1400 Ultra Power	LR14	5000394002883	A	1.5	4	6	174 x 27 x 120	0.313
D	MX1300 Ultra Power	LR20	5000394002906	A	1.5	2	10	90 x 34 x 120	0.306
9V	MX1604 Ultra Power	6LR61	5000394105416	A	9	1	10	84 x 18 x 120	0.056



Scan this code for more information on our range of professional batteries.

**DURACELL®  
PROFESSIONAL**



# DURACELL® PLUS POWER

WITH  **DURALOCK**  
10 YEARS POWER PRESERVE



## #1 BATTERY BRAND\*



## NOW EVEN LONGER LASTING\*\*

\*Based on Nielsen sales data. \*\*Vs. previous formula.

### Dependable power for your key devices

- The portable power solution for medium- and low-drain devices
- Perfect for torches, smoke alarms, microphones, remotes, wireless mice and keyboards
- Available in small and large count reclosable packs

### Power locked in for up to 10 years†

- Plus Power batteries come with Duralock™
- Duralock™ guarantees your battery stays fully powered for up to 10 years before use

### Did you know that...?

- Duracell Plus Power AA and AAA alkaline batteries are manufactured in our Aarschot plant (Belgium), which has quality ISO 9001 and ISO 14001 certifications
- All packaging is made of cardboard – 85% recycled
- By continuously improving battery performance, we help reduce the number of cells used and disposed, so reducing waste
- Duracell Plus Power batteries are also mercury-free and have Nordic Swan certification



**DURACELL®**  
PROFESSIONAL

†Maximum difference vs. Duracell Simply AA in digital cameras. Results vary by device.

# DURACELL® PLUS POWER

WITH  **DURALOCK**  
10 YEARS POWER PRESERVE



Type ANSI	Description	IEC	EAN	Chem.	Volt	Cells/pack	Packs/inner	Pack size L x W x H (mm)	Pack weight (kg)
<b>Plus Power Retail</b>									
AA	MN1500 Plus Power	LR6	5000394017641	A	1.5	4	20	84 x 15 x 120	0.107
AA	MN1500 Plus Power	LR6	5000394017764	A	1.5	8	24	174 x 16 x 121	0.215
AA	MN1500 Plus Power	LR6	5000394017825	A	1.5	12	12	172 x 17 x 120	0.310
AA	MN1500 Plus Power	LR6	5000394017986	A	1.5	20	10	145 x 17 x 128	0.502
AA	MN1500 Plus Power	LR6	5000394019508	A	1.5	24	12	172 x 32 x 54	0.597
AAA	MN2400 Plus Power	LR03	5000394018457	A	1.5	4	10	84 x 11 x 121	0.055
AAA	MN2400 Plus Power	LR03	5000394018549	A	1.5	8	10	85 x 14 x 120	0.099
AAA	MN2400 Plus Power	LR03	5000394018570	A	1.5	12	12	164 x 14 x 120	0.150
AAA	MN2400 Plus Power	LR03	5000394018693	A	1.5	16	16	84 x 24 x 49	0.194
C	MN1400 Plus Power	LR14	5000394019089	A	1.5	2	10	84 x 26 x 120	0.154
C	MN1400 Plus Power	LR14	5000394019126	A	1.5	4	12	174 x 27 x 121	0.315
C	MN1400 Plus Power	LR14	5000394019157	A	1.5	6	6	157 x 27 x 90	0.454
D	MN1300 Plus Power	LR20	5000394019171	A	1.5	2	10	90 x 35 x 120	0.306
D	MN1300 Plus Power	LR20	5000394019201	A	1.5	4	12	174 x 35 x 120	0.613
D	MN1300 Plus Power	LR20	5000394019232	A	1.5	6	6	206 x 36 x 104	0.916
9V	MN1604 Plus Power	6LF22	5000394105485	A	9	1	10	84 x 18 x 120	0.056
9V	MN1604 Plus Power	6LF22	5000394105522	A	9	2	10	86 x 19 x 122	0.098
9V	MN1604 Plus Power	6LF22	5000394020092	A	9	4	8	54 x 37 x 53	0.186
4.5V	MN1203 Plus Power	3LR12	5000394019317	A	4.5	1	10	84 x 23 x 120	0.165



Scan this code for more information on our range of professional batteries.

**DURACELL®**  
PROFESSIONAL



DURACELL®

5+3  
FREE

PROMOTIONS



DURACELL®

PROMOTIONS



5+3  
FREE



Type ANSI	Description	IEC	EAN	Chem.	Volt	Cells/Pack	Packs/inner	Pack size L x W x H (mm)	Pack weight (kg)
Plus Power									
AA	MN1500 Plus Power	LR6	5000394018136	A	1.5	8	12	176 x 15 x 120	0.214
AAA	MN2400 Plus Power	LR03	5000394018815	A	1.5	8	10	85 x 13 x 120	0.101
Ultra Power									
AA	MX1500 Ultra Power	LR6	5000394004535	A	1.5	8	12	176 x 15 x 122	0.214
AAA	MX2400 Ultra Power	LR03	5000394004559	A	1.5	8	10	85 x 14 x 120	0.101



**DURACELL®**  
RECHARGEABLE  
WITH  **DURALOCK**  
STAYS CHARGED



## GUARANTEED TO LAST FOR 5 YEARS\*

- Made with NiMH technology for high-power performance even in low temperatures
- Guaranteed to work for up to 5 years
- Rechargeable batteries come with Duralock™



### Duracell preCHARGED Rechargeable

- Our longest lasting Rechargeable battery, guaranteed to last for 5 years\*
- Can be recharged up to 400 times
- Comes precharged and ready to use
- Stays charged for up to 12 months\*\*
- Available in AA and AAA sizes

### Duracell Rechargeable

- Best value choice
- Guaranteed to last for 3 years\*
- Can be recharged up to 400 times
- Stays charged for up to 6 months\*\*
- Available in AA, AAA, C, D and 9V sizes

### Did you know that...?

- With their specific spiralled construction, rechargeable cells perform especially well in high-drain devices such as digital cameras
- Unlike NiCd batteries, they are not affected by the 'memory effect'
- Duracell Rechargeable cells are part of the Procter & Gamble Future Friendly programme, created to support sustainable product initiatives



**DURACELL®**  
PROFESSIONAL

**DURACELL®**  
RECHARGEABLE  
WITH  **DURALOCK**  
STAYS CHARGED



Type ANSI	Capacity mAh	Volt	IEC	EAN	Cells/pack	Packs/inner	Pack size L x W x H (mm)	Pack weight (kg)
<b>PreCharged</b>								
AA	2400	1.2	HR06 LSD	5000394057043	4	10	84 x 15 x 120	0.109
AAA	850	1.2	HR03 LSD	5000394203822	4	10	84 x 11 x 120	0.052
<b>Rechargeable</b>								
AA	1300	1.2	HR06	5000394039247	4	10	84 x 15 x 122	0.113
AAA	750	1.2	HR03	5000394090231	4	10	84 x 11 x 120	0.053
C	3000	1.2	HR14	5000394055988	2	10	84 x 26 x 119	0.119
D	3000	1.2	HR20	5000394055995	2	10	84 x 34 x 119	0.141
9V	170	9	HR9V	5000394056008	1	10	84 x 17 x 119	0.036



Scan this code for more information on our range of professional batteries.

**DURACELL®**  
PROFESSIONAL



DURACELL®  
HI SPEED CHARGERS



#1 DURACELL®  
FASTEST  
CHARGERS\*

CHARGING YOUR  
BATTERIES FASTER

- Duracell battery chargers for NiMH cells, AA, AAA, C, D and 9V batteries
- A range of devices for faster recharging



\*Average speed of charge across lineup vs. previous lineup.  
◇ Approximately 75% of full charge when using Duracell 1300 mAh batteries.  
# Approximately 85% of full charge when using Duracell 1300 mAh batteries.  
\*2x faster than energizer.  
\*\*Approximately 90% of full charge when using Duracell 1300 mAh batteries.

Safer, more dependable charging

- Most battery rechargers provide primary cell protection to avoid charging disposable cells
- Voltage protection from overcharging 'dead' cells
- Temperature protection to avoid overheating
- Reverse polarity and short circuit protection
- Built-in LED indicators to display charging status
- Our fast chargers can have AAs ready for action in anything from 4 hours to as little as 15 minutes

Did you know that...?

- Like most electronic devices, our chargers can be returned to the appropriate local recycling channel at the end of their life
- Charging time will depend on the capacity of the battery (the higher, the longer) and the charger design
- Most Duracell chargers come with rechargeable batteries included



DURACELL®  
PROFESSIONAL

DURACELL®  
HI SPEED CHARGERS



Product	Description	Size to fit	EAN	Packs/inner	Pack size L x W x H (mm)	Pack weight (kg)
1H Charger Multi	CEF22	AA, AAA, C, D & 9V	5000394088320	4	125 x 72 x 330	0.590
15 Minute Charger	CEF15 + 4AA	AA & AAA	5000394037571	3	105 x 105 x 230	0.550
45 Minute Charger	CEF27 + 2AA & 2AAA	AA & AAA	5000394037618	3	105 x 77 x 230	0.239
4H Charger	CEF14 + 2AA	AA & AAA	5000394037199	6	105 x 70.5 x 230	0.196



Scan this  
code for more  
information  
on our range  
of professional  
batteries.



DURACELL®  
PROFESSIONAL



# DESIGNED FOR PROFESSIONALS

## 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



### Did you know that...?

- Industrial by Duracell batteries are designed and manufactured to meet IEC 60086 and ISO 9000 standards
- All Industrial batteries are delivered in economical bulk packaging via a dedicated supply chain
- Industrial by Duracell batteries were previously known as Duracell Procell batteries

DURACELL®  
PROFESSIONAL



Type ANSI	Description	IEC	EAN	Chem.	Volt	Cells/pack	Packs/inner	Pack size L x W x H (mm)	Pack weight (kg)
AA	ID1500	LR6	5000394079779	A	1.5	10	10	54 x 72 x 30	0.25
AAA	ID2400	LR03	5000394080546	A	1.5	10	10	47 x 54 x 23	0.11
C	ID1400	LR14	5000394082953	A	1.5	10	5	132 x 52 x 53	0.714
D	ID1300	LR20	5000394082915	A	1.5	10	5	172 x 64 x 71	1.43
9V	ID1604	6LF22	5000394082939	A	9	10	5	133 x 53 x 40	0.463
Bulk									
AA	ID1500	LR6	5000394090118	A	1.5	500	–	324 x 303 x 66	12.4
AAA	ID2400	LR03	5000394090224	A	1.5	500	–	242 x 227 x 57	5.7
C	ID1400	LR14	5000394085374	A	1.5	204	–	487 x 309 x 59	14.44
D	ID1300	LR20	5000394085398	A	1.5	100	–	385 x 327 x 69	14.25
9V	ID1604	6LF22	5000394083127	A	9	210	–	417 x 302 x 90	10.5

DURACELL®  
PROFESSIONAL



# DURACELL®

Specialties 

## MORE POWER FOR SPECIALIST NEEDS

- High-performance non-standard batteries for specialist needs
- Smaller batteries or button cells for professional applications
- Ideal for watches, and medical and security devices



### Did you know that...?

- We have moved most of our specialty cell line up to mercury-free technologies
- As there are many sizes and code names for specialty cells, to identify the ones you need please refer to the cross-reference guide



**DURACELL®**  
PROFESSIONAL

# DURACELL®

Specialties 

- HIGH POWER LITHIUM (HPL) ROUND CELLS – High energy density and excellent resistance to high temperatures make these ideal for powering high-drain devices
- Either alkaline or lithium, Duracell ELECTRONIC COIN CELLS deliver quality, long-lasting energy
- SECURITY AND MEDICAL CELLS provide reliable power for crucial uses, such as hearing aids and security equipment
- Our SILVER OXIDE BUTTON BATTERIES range provides dependable power for almost all watches, without self-discharging when not in use
- DURACELL LANTERN CELLS are built specifically to power lanterns, road signs and work flashlights



**DURACELL®**  
PROFESSIONAL



DURACELL®

Specialties 



Type ANSI	Description	IEC	EAN	Chem.	Volt	Cells/pack	Packs/inner	Pack size L x W x H (mm)	Pack weight (kg)
Photo Retail									
1/3N	1/3N	CR11108	5000394003323	Li	3	1	10	84 x 12 x 119	0.009
123	DL123	CR17345	5000394020320	Li	3	2	10	84 x 17 x 119	0.038
223	DL223	CR-P2	5000394223103	Li	6	1	6	84 x 20 x 119	0.052
245	DL245	2CR5	5000394245105	Li	6	1	6	83 x 18 x 119	0.044
28L	28L	2CR13252	5000394002838	Li	6	1	6	84 x 14 x 119	0.014
CR2	CR2	CR15H270	5000394030480	Li	3	2	10	84 x 16 x 119	0.027
CRV3	CRV3	-	5000394045873	Li	3	1	6	83 x 15 x 119	0.044
Electronics Retail									
2016	DL2016	CR2016	5000394203884	Li	3	2	10	40 x 6 x 59	0.006
LR44	LR44 Small Blister	AG13	5000394504424	Li	1.5	2	10	40 x 7 x 59	0.005
2025	DL2025	CR2025	5000394203907	Li	3	2	10	40 x 6 x 59	0.010
2032	DL2032	CR2032	5000394203921	Li	3	2	10	41 x 5 x 60	0.010
357/303	-	SR44	5000394013858	Li	1.5	2	10	84 x 7 x 119	0.008

2032, 2016, 2025, LR44, N & MN21 are 90% of specialty unit sales



DURACELL®  
PROFESSIONAL

DURACELL®

Specialties 



Type ANSI	Description	IEC	EAN	Chem.	Volt	Cells/pack	Packs/inner	Pack size L x W x H (mm)	Pack weight (kg)
Security Retail									
N	MN9100	LR1	5000394203983	A	1.5	2	10	86 x 12 x 121	0.028
MN21	MN21	-	5000394203969	A	12	2	10	84 x 12 x 119	0.026
Hearing Aid									
7000ZD	DA13	PR48	96077566	ZA	1.4	6	10	90 x 44 x 9	0.016
7002ZD	DA312	PR41	96077573	ZA	1.4	6	10	90 x 44 x 9	0.014
7005ZD	DA10	PR70	96077559	ZA	1.4	6	100	90 x 44 x 9	0.013
7003ZD	DA675	PR44	96077580	ZA	1.4	6	100	90 x 44 x 9	0.022

2032, 2016, 2025, LR44, N & MN21 are 90% of specialty unit sales



DURACELL®  
PROFESSIONAL



**SIMPLY**  
by DURACELL



## DURACELL QUALITY AT A GREAT PRICE

- Providing power, performance and reliability at a cost-effective price



### Dependable alkaline battery

- Alkaline battery at a great price
- Ideal for devices such as remote controls and clocks

### Did you know that...?

- Simply Duracell AA and AAA alkaline batteries are manufactured in our Aarschot plant (Belgium), which has a quality ISO 9001 certification
- All packaging is made of cardboard – 85% recycled
- We test every battery for voltage and leakage before packing them
- By continuously improving battery performance, we help reduce the number of cells used and disposed, so reducing waste
- Simply Duracell batteries also have Nordic Swan certification



**DURACELL**  
PROFESSIONAL

**SIMPLY**  
by DURACELL

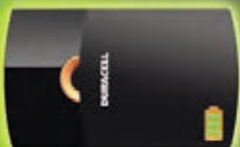


Type ANSI	Description	IEC	EAN	Chem.	Volt	Cells/pack	Packs/inner	Pack size L x W x H (mm)	Pack weight (kg)
Simply Retail									
AA	MN1500 Simply	LR6	5000394035140	A	1.5	2	20	84 x 15 x 120	0.058
AA	MN1500 Simply	LR6	5000394002241	A	1.5	4	20	84 x 15 x 120	0.105
AAA	MN2400 Simply	LR03	5000394035140	A	1.5	2	10	84 x 11 x 120	0.029
AAA	MN2400 Simply	LR03	5000394002432	A	1.5	4	10	84 x 11 x 119	0.055

**DURACELL**  
PROFESSIONAL



DURACELL®  
Portable USB Chargers



EXTRA POWER  
WHEN YOU  
NEED IT MOST

POWER

Instant power on the move

- A range of portable USB chargers for recharging mobile devices when they run out of power
- Made using Li-on technology

Swift, safe recharging

- Portable phone chargers can supply either 3 or 5 hours extra talktime for Smartphones\*
- Rechargeable more than 300 or 500 times
- Duracell portable chargers include safety features such as output overload protection

Did you know that...?

- Like most electronic devices, our portable USB chargers can be returned to the appropriate local recycling channel at the end of their life
- Charging time will depend on the capacity of the mobile device and the charger model



1800 mAh

- Rechargeable more than 300 times
- Up to 5 hours extra talktime for Smartphones\*
- Recharge via standard wall socket



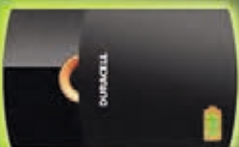
1150 mAh

- Rechargeable more than 500 times
- Up to 3 hours extra talktime for Smartphones\*
- Recharge via any standard USB outlet



DURACELL®  
PROFESSIONAL

DURACELL®  
Portable USB Chargers



Portable USB Charger (5Hour)



Portable USB Charger (3Hour)

Product	Description	EAN	Packs/inner	Pack size L x W x H (mm)	Pack weight (kg)
Portable USB Charger (5Hour)	PPS0GC 1800 mAh	5000394025967	3	105 x 65 x 230	0.158
Portable USB Charger (3Hour)	PPS2 1150 mAh	5000394024847	3	95 x 49 x 180	0.090



DURACELL®  
PROFESSIONAL

\*Results vary by device and usage behaviour.



