

DURACELL® QUANTUM® vs. LITHIUM BATTERIES



DURACELL®

ALKALINE BATTERIES

Up To **35%**
LONGER LASTING

VS. THE NEXT LEADING COMPETITIVE BRAND¹

#1 MOST ADVANCED ALKALINE BATTERY²



NO ALKALINE LASTS LONGER



CHECK POWER LEVEL INSTANTLY



10-YEAR GUARANTEE IN STORAGE

Why pay more for batteries?

In many capacities other than images, lithium batteries can perform worse than alkaline batteries, but can still cost up to 3x more. In fact, lithium batteries are a poor value in about 96% of devices.¹ You could be paying triple for an inefficient battery.

Duracell® Quantum® Alkaline Batteries

With Duralock Power Preserve™ Technology

- #1 Most advanced alkaline battery.²
- Up to 35% longer lasting vs. the next leading competitive brand.³
- Features Powercheck™ – allows you to see the remaining power on the battery at the push of a button!
- Lasts longer or as long as lithium in 50% of professional devices.⁴
- 10-year shelf life guaranteed (each battery is individually date coded to ensure freshness).
- Performance Guarantee – All of our batteries are guaranteed against defects in material and workmanship. If a defect in a Duracell battery damages a device, we will repair or replace the device.
- Quantum has a more robust safety profile in use, storage, and transport than lithium cells.

¹P&G Technical study 4/08; ANSI/IEC industry standard battery testing protocols; Nielsen average pricing latest 12 months; IHS Global Insight Device Based Consumption Model, 2012

²Based on Hi-Density Core™ and Powercheck™

³Next leading alkaline based on Nielsen sales data. AA size. Results vary by device and usage patterns.

⁴Based on WAP weightings of ANSI tests for AA

¹Next leading alkaline based on Nielsen sales data. AA size. Results vary by device and usage patterns

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