

# Verbatim, powering life!



Batteries  
Battery POS

[www.verbatim-europe.com](http://www.verbatim-europe.com)

 **Verbatim®**

## Why Verbatim?

Verbatim offers the complete solution for all your needs. From optical media and memory cards to printable photo paper and batteries, Verbatim is the right choice for future technology, today.

Verbatim aims to ensure that all of our products carrying the Verbatim brand meet the exact high quality standards that our customers have come to expect.

Our research and development teams are continually creating new products and enhancements on current products. This results in early launches of new products like Blu-ray and HD DVD-R plus latest speed generations in DVD, whilst improving printable surfaces and establishing features like Hard Coat.

Our business model and dedicated employees have earned us our sought after leadership position and the top market share in Europe for recordable CD and DVD media. It is a position we have worked hard to achieve, and we will work even harder to maintain it.

## About Verbatim

Verbatim is a subsidiary of Mitsubishi Kagaku Media, based in Japan. Mitsubishi Kagaku Media's wide-range of operations makes it one of the leading chemical companies in the world.



Yokohama Research Centre

Mitsubishi Kagaku Media's pioneering strength is visible in its products, for which the research and development is carried out in the Yokohama Research Centre. The company also has strong relationships with the major hardware manufacturers in the market. These two strengths benefit Verbatim by ensuring not only the latest technologies and products first to market, but also that optical discs bearing our brand are the standard that many hardware companies test their recorders on, making our discs superbly compatible.



# Verbatim Alkaline Batteries

Verbatim, the market leader in Optical Media\*, introduces a new high power, high performance alkaline battery range to power the wide range of consumer and business devices. The Verbatim battery range includes the 5 standard models: AAA, AA, C, D and 9V



Today's consumer and business devices require a high level of power and the Verbatim high performance alkaline batteries are aimed at meeting that requirement. Whether they are for use in toys, portable music players, cameras, stereos or torches, Verbatim has the solution. Verbatim offers a variety of in-store prefilled or empty POS solutions. From counter top to freestanding display units, the Verbatim batteries will have a strategic competitive position, in any retail or distribution location. Verbatim is a brand associated with quality and high-end technology. This can be seen in the new line of batteries that enhance Verbatim's reputation of value and performance.



## FAQs

### What's an alkaline battery?

Alkaline or Alkaline Manganese Dioxide cells have many advantages over other batteries including higher and continuous capacity, excellent performance in low temperatures, longer shelf life, better leakage resistance and superior resistance against corrosion.

### What's inside battery?

Batteries are highly engineered electrochemical cells. They contain an anode, a cathode which is metallic oxide, and an electrolyte solution that facilitates the ion flow.

### Do all batteries last the same amount of time?

Not all batteries last the same length of time. An alkaline battery will last approximately 5 times longer than a Zinc Carbon battery depending on the type of device you are using it in.

Those devices that have a high power requirement, for example MP3 Players, will work longer when using an alkaline battery.

### Why do batteries have different voltages and capacities?

Different items operate at different voltages and power levels. So they all require batteries that provide the necessary power output.

\* Source: SCCG CD-R/RW, DVD/R. 2002, 2003, 2004, 2005.

# Battery Range

## AAA alkaline batteries



**Verbatim part number: 49920**  
**AAA, LR03, 1.5V, Micro.**

Verbatim's AAA batteries are the smallest model in the Verbatim range. They are recommended for use in devices such as MP3 players, cameras and toys that require constant high power for long periods of time.



## AA alkaline batteries



**Verbatim part number: 49921**  
**AA, LR6, 1.5V, Mignon.**

Verbatim's AA batteries are the most popular model. They are recommended for use in devices such as portable radios, MP3 players, cameras and TV/DVD remote controls.



## C alkaline batteries



**Verbatim part number: 49922**  
**C, LR14, 1.5V, Baby.**

If a light is required then Verbatim high performance alkaline batteries are the ideal solution for flash lights and torches. C are recommended for use in devices such as flash lights, torches and radios.

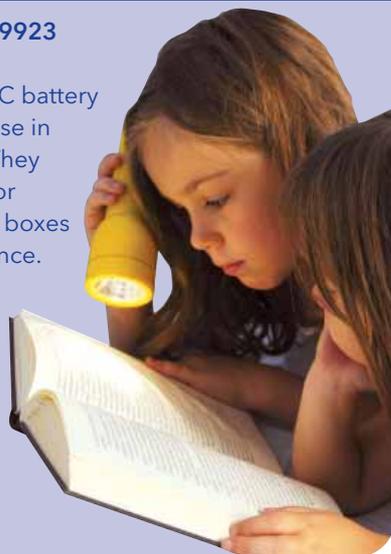


## D alkaline batteries



**Verbatim part number: 49923**  
**D, LR20, 1.5V, Mono.**

Like the Verbatim model C battery the model D is ideal for use in torches and flash lights. They are also recommended for use in large stereo boom boxes giving long life performance.



## 9V alkaline batteries



**Verbatim part number: 49924**  
**9V, 6LR61, 9V, 9V Block.**

Verbatim's 9V batteries are recommended for use in house hold smoke alarms giving high performance, and piece of mind. The Verbatim 9V battery is also recommended for use in children's toys.



# Battery point of sale solutions

Verbatim offer many instore POS solutions. From counter top to freestanding display units they successfully provide a strategic position relevant to products and hardware. Displays are now available prefilled or empty to guarantee a successful sell through.

## 1. Prefilled counter top display

**Batteries:** AA x40 packs  
**Part number:** 49929  
**Dimensions when open:**  
width - 355mm,  
depth - 170mm,  
height - 285mm



## 2. Prefilled counter top display

**Batteries:** AA & AAA  
**Part number:** 49933  
**Dimensions when open:**  
width - 355mm,  
depth - 170mm,  
height - 285mm



## 3. Prefilled counter top display

**Batteries:** Mixed - AA, AAA, C, D and 9V  
**Part number:** 49930  
**Dimensions when open:**  
width - 355mm,  
depth - 300mm,  
height - 430mm



## 4. Counter top display (Metal)

**Batteries:** AA, AAA, C, D and 9V  
**Part number:** 68322  
**Dimensions when open:**  
Dimensions: width - 290mm,  
height - 550mm  
**Hooks:** 9



## 5. Floor Mounted display (Metal)

**Batteries:** AA, AAA, C, D and 9V  
**Part number:** 68323  
**Dimensions when open:**  
width - 510mm,  
height - 1700mm  
**Hooks:** 24



# Assembly and construction of Verbatim alkaline batteries



Disc of nickel coated steel is punched.



Can production by deep drawing in several steps. The can surface will be coated with graphite.



Manganese dioxide, graphite, binder and alkaline electrolyte are mixed and consolidated into rings.



Ring insertion into the can. Recompaction of the rings into the can.



The widened edge is coated. Insertion of the wound separator and bottom cup.



Dosing of electrolyte into separator with subsequent time for soaking.



Dosing of the zinc gel anode.



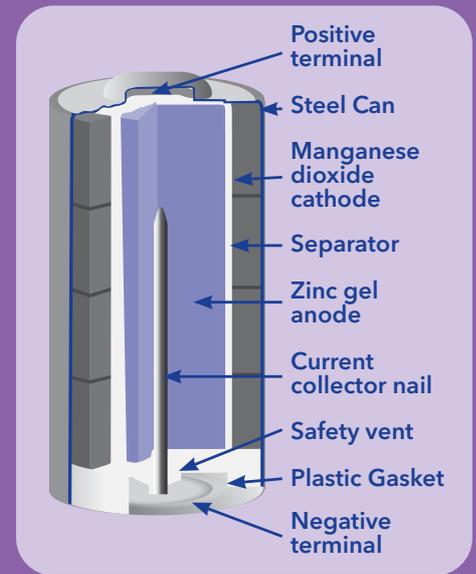
Current collector nail, anode nail, metal washer and plastic gasket with tar coated safety vent assembled and inserted.



Closing the cell by calibrating and crimping of the can. Load capability tests.



Printing of the date code on the label, labelling and packaging.



# Battery Product Information

	AAA	AA	C	D	9V
					
Part number	49920	49921	49922	49923	49924
Voltage	1.5	1.5	1.5	1.5	9
System	Alkaline	Alkaline	Alkaline	Alkaline	Alkaline
Height	44.5mm	50.5mm	50mm	61.5mm	48.5mm
Diameter	10.5mm	14.5mm	26.2mm	34.2mm	-
Weight	11g	23g	61g	134g	46g
Model code	AAA-LR03 Micro	AA-LR6 Mignon	C-LR14 Baby	D-LR20 Mono	9V-6LR61 9V Block
Pack Size	4	4	2	2	1
Barcode	02394249920	02394249921	02394249922	02394249923	02394249924
Inner carton Units	10	20	10	10	10
Inner carton EAN 14	20023942499200	20023942499217	20023942499224	20023942499231	20023942499248
Inner carton EAN128	(02)00023942499206 (37)10(91)87	(02)00023942499213 (37)20(91)87	(02)00023942499220 (37)10(91)87	(02)00023942499237 (37)10(91)87	(02)00023942499244 (37)10(91)87
Master carton Units	50	100	100	50	50
Master carton EAN 14	50023942499201	50023942499218	50023942499225	50023942499232	50023942499249
Master carton EAN128	(02)00023942499206 (37)50(91)87	(02)00023942499213 (37)0100(91)87	(02)00023942499220 (37)0100(91)87	(02)00023942499237 (37)50(91)87	(02)00023942499244 (37)50(91)87

## Batteries and the Environment



Verbatim takes environmental issues seriously and in doing so strive to supply products that are friendly to the environment. All Verbatim alkaline batteries are Mercury and Cadmium free, and all other metals used in the batteries meet the criteria laid out in the European legislation for batteries.

All our batteries are ROHS (reduced of hazardous substances) compliant, and on our packaging you'll find the Wheely Bin logo showing that we comply to the collection and re-cycling programs set out by the regional communities in Europe.



Batteries should be collected or disposed of separately from household waste either for re-cycling or special disposal. Some communities offer re-cycling or collection of alkaline batteries. For these details please contact the relevant local authorities.

It is important not to dispose of large quantities of alkaline batteries in a group. This is because used batteries still contain some power and when they are in contact with other batteries they can create safety risks.

## Safety When Handling Batteries

Verbatim batteries provide a safe source of power for all appliances when used in the correct way. They should not be misused or abused and the following details should be taken into consideration at all times.

1. The batteries can short circuit if the positive and negative terminals come in contact with one another. This can lead to venting and leakage.
2. Keep all batteries out of reach of children. If a battery is swallowed seek medical advice immediately.
3. Do not charge batteries. Charging non-rechargeable batteries causes gas and/or heat generation which can result in a possible explosions and/or fire.
4. Do not dispose of batteries into a fire.
5. Do not put the same poles on the batteries together.
6. Do not deform, crush or puncture batteries.
7. Do not take batteries apart.
8. Do not dispose of batteries with regular household waste.

