

**PROCELL**<sup>®</sup>  
PROFESSIONAL BATTERIES

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POWER YOUR PROFITABILITY



## CAN BATTERIES ONLY EVER BE A COST CENTER?

Replacement of industrial batteries is commonly thought of as a cost center for businesses. On top of the cost of purchasing batteries, you have to pay a much higher cost for the labor to replace them.

At Procell, we do not agree with this financial model.

# COST CENTER



REORDER  
BATTERIES



MAINTENANCE  
LABOR COSTS

▼  
**PROCELL TURNS  
PROFESSIONAL BATTERIES  
FROM A COST CENTER  
INTO A COST SAVER\***

Procell understands how critical it is for professional end-users to drive the profitability of their businesses. When it comes to batteries, this can be achieved through minimizing costly battery replacements.

By conducting intensive device testing and analysis in our labs, Procell has discovered that a way to dramatically extend alkaline battery life and cut replacement costs is to engineer device-specific industrial alkaline batteries, each with unique power profiles.

\*vs. prior Procell AA, AAA, C and D batteries

**COST SAVER\***



**REORDER  
BATTERIES**



**MAINTENANCE  
LABOR COSTS**

# PROCELL LAUNCHES THE WORLD'S FIRST DUAL PORTFOLIO OF PROFESSIONAL BATTERIES

Procell Intense Power is a new battery range specifically engineered to deliver precise pulses of energy while lasting longer in high-drain professional devices\*.

On top, the Procell superior general-purpose battery has been completely redesigned for longer lasting\*, consistent performance.

By selecting the right battery to match the power needs of your commercial device, you can make all your batteries last longer\*, so you replace them less often.

\*vs. prior Procell AA, AAA, C and D batteries



FOR  
**HIGH  
DRAIN**  
DEVICES



FOR  
**GENERAL  
PURPOSE**



# CHOOSE THE RIGHT BATTERY FOR EACH DEVICE

Examples of devices where Procell recommends to use each battery in.

BLOOD PRESSURE MONITOR  
PAPER TOWEL DISPENSER  
ELECTRONIC DOOR LOCK  
SECURITY CAMERA  
THERMOMETER  
WALL SAFE  
OTOSCOPE  
2-WAY RADIO  
CAMERA FLASH  
INFUSION PUMP  
DIGITAL CAMERA  
SURGICAL STAPLER  
AUTOMATIC ODORIZER  
MEDICAL CEMENT MIXER  
FLASHLIGHT / HEADLAMP  
MEDICAL CAUTERY DEVICES  
WIRELESS VIDEO DOORBELL  
MOTION SENSOR TRASH CAN  
SOAP / SANITIZER DISPENSER  
MOTORIZED WINDOW SHADE / BLIND

FOR  
**HIGH  
DRAIN  
DEVICES**



FOR  
**GENERAL  
PURPOSE**



MOTION / OCCUPANCY SENSOR  
WIRELESS KEYBOARD  
SECURITY KEYPAD  
REMOTE CONTROL  
FLUSHOMETER  
GLUCOMETER  
LASER LEVEL  
TIMER  
ALARM CLOCK  
INSULIN PUMP  
WEIGHING SCALE  
PULSE OXIMETER  
WIRELESS MOUSE  
AUTOMATIC FAUCET  
DIGITAL THERMOSTAT  
BLUETOOTH TRACKER  
HEART RATE / ACTIVITY MONITOR  
SMOKE / CARBON MONOXIDE DETECTOR

# ▼ SUPERIOR QUALITY AND RELIABILITY GUARANTEED

Procell batteries are manufactured using superior cell design\* ensuring our highest quality cell construction. Batteries are tested in order to guarantee the highest quality and reliable performance. Environmental testing is also conducted to insure dependable and consistent use.

Procell superior alkaline cell design\* enables operation in temperatures from -4°F to 129.2°F. Design, safety, manufacturing, and qualification follow Procell's stringent battery standards, which incorporate parts of the ANSI and IEC battery standards.

\*vs. prior Procell AA, AAA, C and D batteries



# YOUR SATISFACTION IS OUR NUMBER ONE PRIORITY

Our customers are at the forefront of everything that we do, and this commitment drives our operational excellence and service quality. Procell intensively invests in market research and lab testing to master understanding of the growing professional battery market, the professional end-users and the professional devices.

We put this expertise as a service to our customers in order to provide Procell's best solution to their power needs. This translates into:



**Technical services:** our customers benefit from access to our state-of-the-art life test laboratories where more than 50 safety and abuse tests are conducted in the development of our products.



**Exceptional commercial and marketing support:** end-user education materials, technical information, trade show collaboration and after-sale service.



# FROM PROFESSIONALS TO PROFESSIONALS

Procell is supported by a global B2B-dedicated multifunctional team, including R&D, marketing and commercial teams.

Our people have decades of expertise in B2B battery category, deep technical expertise and the passion and commitment from the first day.





# OUR PRODUCTS\*



PROCELL ALKALINE AA 24CT  
[ PC1500 ]



PROCELL ALKALINE AAA 24CT  
[ PC2400 ]



PROCELL ALKALINE C 12CT  
[ PC1400 ]



PROCELL ALKALINE D 12CT  
[ PC1300 ]



PROCELL ALKALINE 9V 12CT  
[ PC1604 ]



PROCELL INTENSE POWER  
ALKALINE AA 24CT  
[ PX1500 ]



PROCELL INTENSE POWER  
ALKALINE C 12CT  
[ PX1400 ]



PROCELL INTENSE POWER  
ALKALINE D 12CT  
[ PX1300 ]



PROCELL HIGH POWER LITHIUM CR2 12CT  
[ PCCR2 ]



PROCELL HIGH POWER LITHIUM 123 12CT  
[ PC123 ]



PROCELL LITHIUM COIN 2032 5CT  
[ PC2032 ]



PROCELL LITHIUM COIN 2025 5CT  
[ PC2025 ]



PROCELL LITHIUM COIN 2016 5CT  
[ PC2016 ]

\*Procell Intense Power and Procell Lithium ranges will be available from November 2019



# CONTACT US

...and learn how to power your  
profitability with Procell.

[www.procell.com](http://www.procell.com)

