

DELTACO BATTERIES

Power, whenever
you need it.



DELTACO BATTERIES

Power, whenever
you need it.

VISION

"THE T IN E TTE CHOICE"

AIMS TO BECOME THE PREFERRED SUSTAINABLE
BATTERY CHOICE IN THE ENTRY SEGMENT

MISSION



VALUE FOR MONEY



FAST TO MARKET



QUALITY &
PERFORMANCE

STRATEGY

SUSTAINABLE ALTERNATIVE OFFERING

SVANEN CERTIFIED BATTERIES

FSC PAPER PACKAGINGS – NO PLASTIC

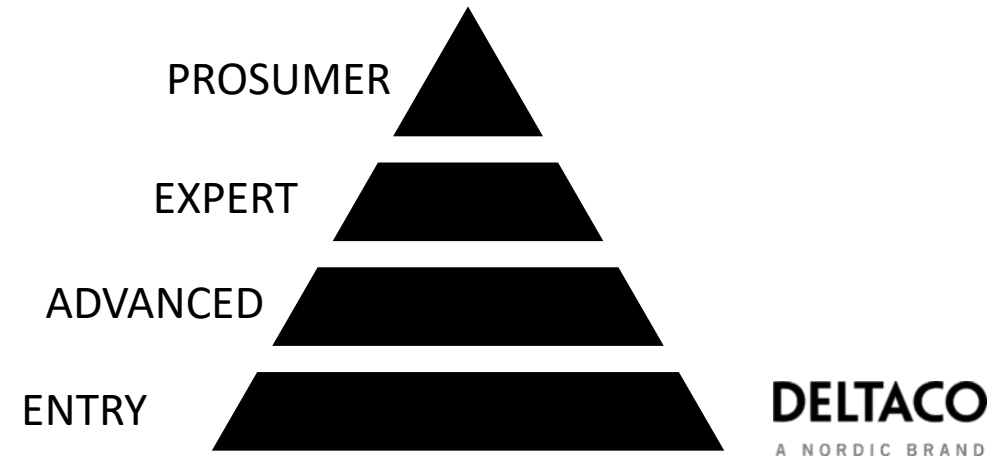
*OPTIMIZED PACKAGINGS TO REDUCE WASTE,
SAVE COST & SPACE*

*ATTRACTIVE PRICE POINTS - HIGH SELL OUT &
CONNECTIVE SALES*

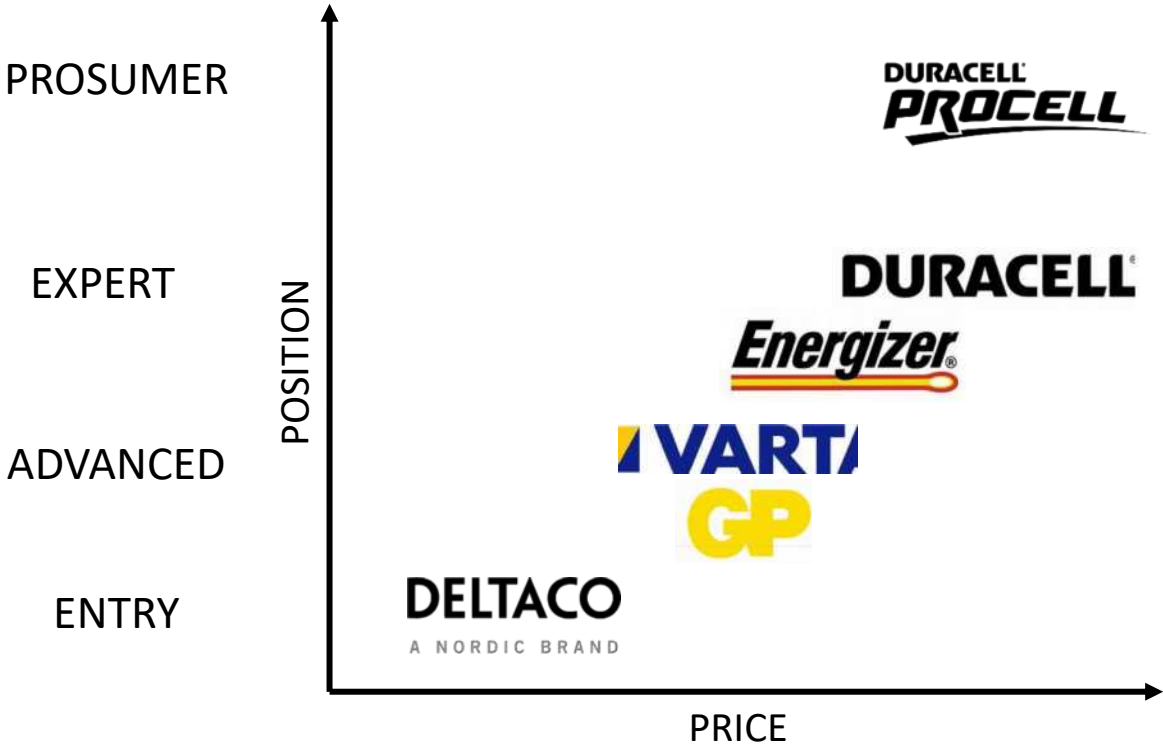
FOCUS ON VOLUME BUSINESS

- CAMPAIGNS 20-PACKS AA/AAA "Mix & choose 2 for 99:-"

MARKET POSITIONING



BRAND POSITIONING

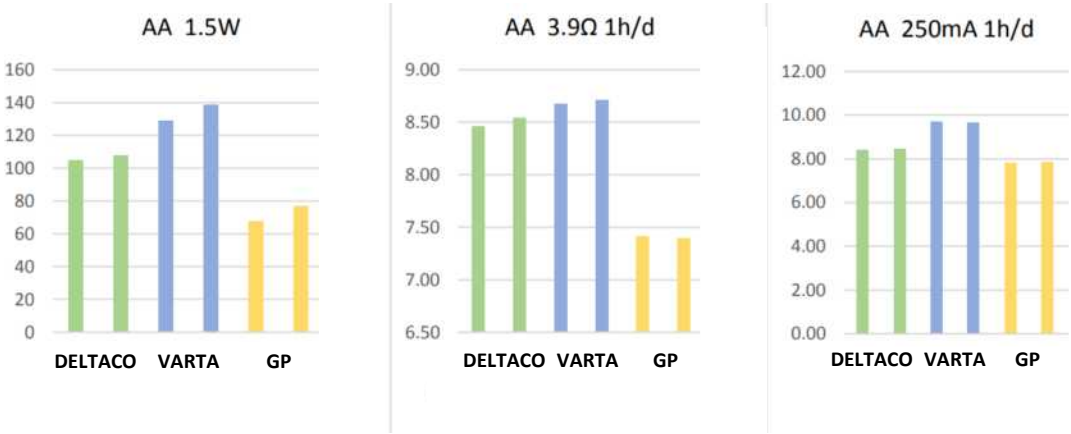


PRICE EXAMPLE AA 4-PACK

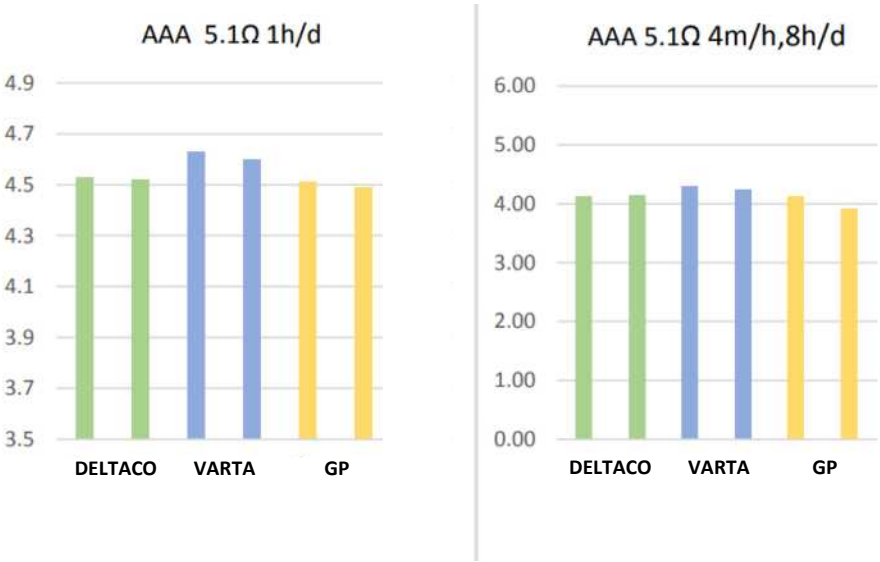


TEST IEC 60086

DISCHARGE PERFORMANCE LR6 / AA



DISCHARGE PERFORMANCE LR03 / AAA



DELTACO
A NORDIC BRAND



1,90 EUR

VARTA



4,90 EUR

GP



4,90 EUR

DELTACO BATTERIES



LITHIUM

A long-lasting battery great for power demanding appliances



ALKALINE

The most popular battery type

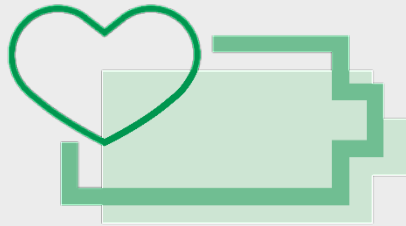


RECHARGEABLE

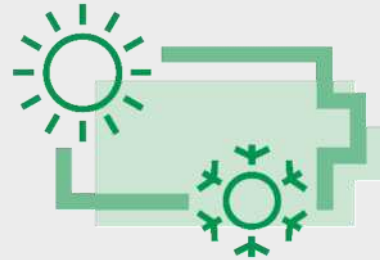
The most environmentally friendly battery

DELTACO BATTERIES – THE SUSTAINABLE CHOICE

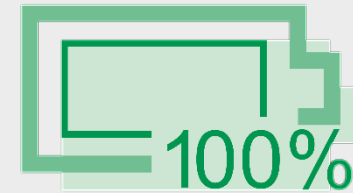
DELTACO
A NORDIC BRAND



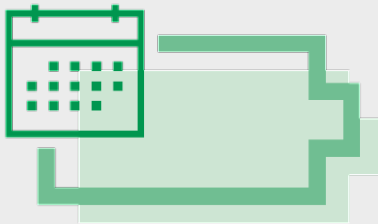
Long lifespan



Operates in extreme
temperatures



Ready to be used



Low discharge



Save money



Environmentally
friendly

NORDIC SWAN ECOLABELLED **ALKALINE & RECHARGEABLE** **BATTERIES**



WHY NORDIC SWAN ECOLABELLED ALKALINE & RECHARGEABLE BATTERIES?

- DELTACO offers a sustainable choice
- Product development
- Packaging in FSC-certified material
- Safety and quality

THE CONSUMERS



DELTACO
A NORDIC BRAND

97%

Of Swedes recognise the Nordic Swan Ecolabel

74%

Say Nordic Swan Ecolabel makes it easy to choose a better alternative for the environment

74%

Trust that a product with Nordic Swan Ecolabel is a good choice for the environment

77%

Of the respondents say they are responsible for a more sustainable choice themselves



71%

of the Nordic consumers are convinced that their choices can make a difference for the

environment

*IPSOS 2019

How does Nordic Swan Ecolabelling influence our batteries and chargers?



DELTACO
A NORDIC BRAND

- Tough threshold values for heavy metals in batteries.
- No use of PVC and several flame-retardants in plastic.
- CSR-policy to ensure responsible use and sourcing of limited raw materials and “conflict-free” minerals.
- Electrical-, safety-and quality testing of batteries/cells, portable- and battery chargers.
- Nickel Metal Hydride (NiMH) batteries and cells must be fully charged when leaving the production site.
- Recyclable design of the portable charger.





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Electrical testing

Endurance in cycles

NiMH/ Li-ion/LiP cells and batteries

- >75% more cycles compared with IEC



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"Conflict-free" mineral sourcing

The licensee must have a supply chain policy for responsible minerals that can be considered to cover 3TG & Cobalt.

The licensee must be a part of an established multi-stakeholder program (3TG & Co).





Product development

The Nordic Swan Ecolabel and the EU Ecolabel

Type 1 ecolabelling in accordance with ISO 14024

- Comprehensive and controllable environmental requirements
- Requirements that are set independently, not by the manufacturer
- Life cycle perspective (from cradle to grave)
- Requirements successively tightened

FSC-CERTIFIED MATERIAL IN PACKAGING

All packaging will be in FSC-certified paper and optimized in size to save impact on the environment and freight cost.



GLOBAL



RAINFORESTS



TEMPERATE
FORESTS



DELTACO
A NORDIC BRAND

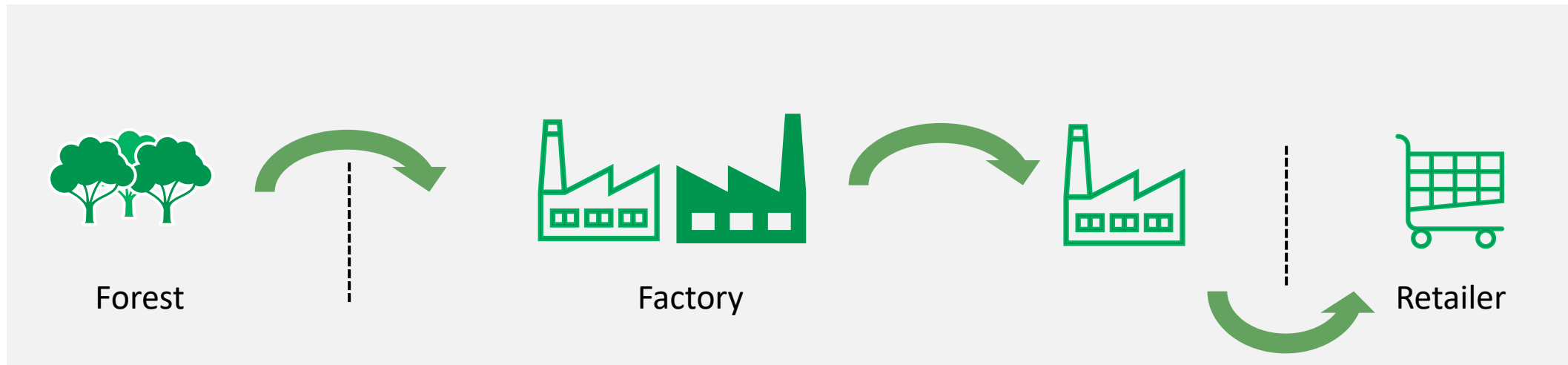
FSC-standards cover the whole value chain

Forest Management (FM) certification

Required for forest operators.
It sets the standards for responsible management of natural forests and plantations.

Trademark Service License (TSL)

Required for non-certificate holders and end-users to use FSC-trademarks for promotional purposes.



Chain of Custody (CoC) certification

Required for companies along the supply chain.
It tracks the FSC-products from forest to consumers.

DELTACO BATTERIES



LITHIUM

A long-lasting battery for power demanding appliances



ALKALINE

The most common battery type



RECHARGEABLE

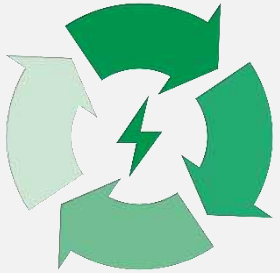
The most environmentally friendly battery

DELTACO BATTERIES – ULTIMATE ALKALINE

DELTACO
A NORDIC BRAND



REDUCE



RECYCLE



The batteries



ULTIMATE ALKALINE

1.5V, Ultimate Alkaline batteries, AA 4P
1.5V, Ultimate Alkaline batteries, AA 10P
1.5V, Ultimate Alkaline batteries, AA 20P
1.5V, Ultimate Alkaline batteries, AAA 4P
1.5V, Ultimate Alkaline batteries, AAA 10P
1.5V, Ultimate Alkaline batteries, AAA 20P

1.5V, Ultimate Alkaline batteries, C 2P
1.5V, Ultimate Alkaline batteries, D 2P
9V, Ultimate Alkaline batteries pack 1P
LR41 1,5V alkaline button cell 1p*
LR44 1,5V alkaline button cell 1p*



The batteries



1.5V, D, 2 pcs
Item nr: ULT-LR20-2P



1.5V, D, 2 pcs
Item nr: ULT-LR14-2P



1.5V, AAA, 4 pcs
Item nr: ULT-LR03-4P



1.5V, AAA, 20 pcs
Item nr: ULT-LR03-20P



1.5V, AAA, 10 pcs
Item nr: ULT-LR03-10P



1.5V, AA, 4 pcs
Item nr: ULT-LR6-4P



1.5V, AA, 20 pcs
Item nr: ULT-LR6-20P



1.5V, AA, 10 pcs
Item nr: ULT-LR6-10P

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Display solutions:



Display solutions:

1.5V, Ultimate Alkaline, AA & AAA 20P
1/4 Pallet mixed AA & AAA

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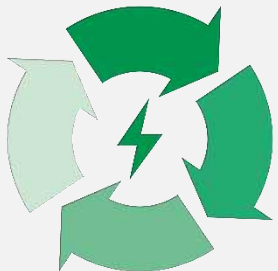
DELTACO BATTERIES – NI-MH RECHARGEABLE



RECHARGE



REUSE



RECYCLE



The batteries



RECHARGEABLE NI-MH BATTERIES

Ni-Mh rechargeable, AA, 2500mAh
Ni-Mh rechargeable, AAA, 1000mAh

4-packs AA / AAA

The chargers



CHARGER

Suitable for most daily needs
Compact design
Can charge up to 4 AA or AAA NiMH batteries
USB port
4-6 hours intelligent charging

The batteries



1000 mAh, AAA, 4 pcs
Item nr: ULT-NH1000AAA-4P



2500 mAh, AA, 4 pcs
Item nr: ULT-NH2500AA-4P

The chargers



Battery charger with included
4 x AAA 1000 mAh NiMh batteries
Item nr: C704A4-4xAAA



Battery charger with included
4 x AA 2500 mAh NiMh batteries
Item nr: C704A4-4xAA



Battery charger for AA/ AAA
Item nr: C704A4

DELTA CO
A NORDIC BRAND





BATTERY CHARGER ASSORTMENT

Battery charger for AA/ AAA

Battery charger with included 4 x AA
2500 mAh NiMH batteries

Battery charger with included 4 x AAA
1000 mAh NiMH batteries



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The most common battery type



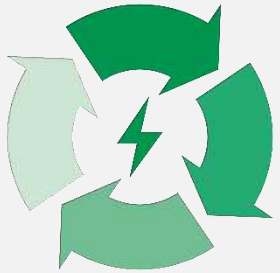
RECHARGEABLE

The most environmentally friendly battery

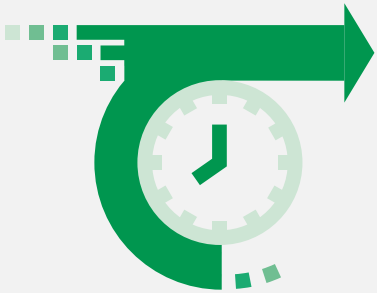
DELTACO BATTERIES – ULTIMATE LITHIUM



REDUCE



RECYCLE



LONG-LASTING



The batteries



1.5V, AA, 4 pcs
Item nr: ULT-R6LI-4P



1.5V, AAA, 4 pcs
Item nr: ULT-R03LI-4P

LITHIUM BATTERIES:

Lithium batteries, AA, 1.5V
Lithium batteries, AAA, 1.5V

PACKAGING:

1.5V Lithium batteries, AA 4P
1.5V Lithium batteries, AAA 4P
9V Lithium batteries 1P

123A 3V Lithium camera batteries
CR-2 3V Lithium camera batteries
2CR5 3V Lithium camera batteries

1220 3V Lithium button cell
1616 3V Lithium button cell
1620 3V Lithium button cell
2016 3V Lithium button cell
2025 3V Lithium button cell
2032 3V Lithium button cell
2430 3V Lithium button cell
2450 3V Lithium button cell

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