

Energizer®
ULTRA+



Power
your world



Energizer®

ULTRA+

Long lasting power, everyday

What is Energizer Ultra+?

Energizer Ultra+ is a premium alkaline battery offering dependable long lasting power for your everyday devices.

Why stock Energizer Ultra+?

- Alkaline is the largest sector in the battery market representing circa 75% share.*
- Energizer Ultra+ represents 21% market share of total Alkaline market.**
- Energizer Ultra+ has recorded year on year growth with sales up +19%.***

Battery Range

	AAA2	AAA4	AAA4 Clipstrip
SAP:	632850	632852	632845
EAN:	7638900202854	7638900202915	7638900202939
ITF:	07638900990751	07638900990744	07638900990737
BATTERIES PER CU:	2	4	4
PACKS PER SU:	12	12	24
DIMENSIONS HxWxD (mm) CU:	120 x 80 x 11	120 x 80 x 11	120 x 80 x 11
SU:	87 x 142 x 81	87 x 142 x 81	135 x 205 x 170
GROSS WEIGHT (kg) PER CU:	0.031	0.054	0.054
SU:	0.371	0.645	1.4
NET WEIGHT (kg) CU:	0.023	0.046	0.046
SU:	0.276	0.552	1.1
PALLET LAYER CHEP:	87 x 1136 x 973	87 x 1136 x 973	135 x 1125 x 955
PALLET LAYER EU:	87 x 1136 x 750	87 x 1136 x 750	135 x 1200 x 800
LAYERS PER PALLET CHEP CU:	1152	1152	720
SU:	96	96	30
LAYERS PER PALLET EU CU:	888	888	576
SU:	74	74	24

	AAA8
SAP:	632857
EAN:	7638900281606
ITF:	17638900281603
BATTERIES PER CU:	8
PACKS PER SU:	12
DIMENSIONS HxWxD (mm):	120 x 80 x 23
SU:	90 x 149 x 134
GROSS WEIGHT (kg) PER CU:	0.108
SU:	1.3
NET WEIGHT (kg) CU:	0.096
SU:	1.15
PALLET LAYER CHEP:	90 x 1200 x 1000
PALLET LAYER EU:	90 x 1072 x 745
LAYERS PER PALLET CHEP CU:	564
SU:	47
LAYERS PER PALLET EU CU:	480
SU:	40

	AA2	AA4	AA4 Clipstrip
SAP:	632846	632851	632862
EAN:	7638900202878	7638900202892	7638900203028
ITF:	07638900990782	07638900990775	07638900990768
BATTERIES PER CU:	2	4	4
PACKS PER SU:	12	24	24
DIMENSIONS HxWxD (mm) CU:	120 x 80 x 15	120 x 80 x 15	120 x 80 x 15
SU:	87 x 142 x 105	87 x 195 x 142	135 x 205 x 170
GROSS WEIGHT (kg) PER CU:	0.056	0.105	0.105
SU:	0.67	2.508	2.600
NET WEIGHT (kg) CU:	0.046	0.092	0.092
SU:	0.552	2.208	2.208
PALLET LAYER CHEP:	87 x 1155 x 951	87 x 1153 x 994	135 x 1125 x 955
PALLET LAYER EU:	87 x 1170 x 763	87 x 1170 x 763	135 x 1200 x 800
LAYERS PER PALLET CHEP CU:	876	1008	720
SU:	73	42	30
LAYERS PER PALLET EU CU:	720	768	576
SU:	60	32	24

	AA8	AA12
SAP:	632854	632864
EAN:	7638900203141	7638900203172
ITF:	07638900990638	07638900990607
BATTERIES PER CU:	8	12
PACKS PER SU:	24	6
DIMENSIONS HxWxD (mm) CU:	120 x 167 x 15	120 x 167 x 29
SU:	142 x 200 x 175	102 x 178 x 136
GROSS WEIGHT (kg) PER CU:	0.206	0.316
SU:	4.94	1.894
NET WEIGHT (kg) CU:	0.184	0.276
SU:	4.416	1.656
PALLET LAYER CHEP:	142 x 1125 x 950	
PALLET LAYER EU:	142 x 1050 x 800	102 x 1088 x 722
LAYERS PER PALLET CHEP CU:	720	
SU:	30	
LAYERS PER PALLET EU CU:	576	192
SU:	24	32

	AA16
SAP:	632865
EAN:	7638900249170
ITF:	17638900249177
BATTERIES PER CU:	16
PACKS PER SU:	6
DIMENSIONS HxWxD (mm) CU:	120 x 167 x 30
SU:	102 x 178 x 136
GROSS WEIGHT (kg) PER CU:	0.412
SU:	2.472
NET WEIGHT (kg) CU:	0.368
SU:	2.208
PALLET LAYER CHEP:	
PALLET LAYER EU:	102 x 1088 x 722
LAYERS PER PALLET CHEP CU:	
SU:	
LAYERS PER PALLET EU CU:	192
SU:	32

	9V1	9V2	C2
SAP:	632853	632866	633004
EAN:	7638900202618	7638900211733	7638900202663
ITF:	07638900990904	07638900990249	07638900990874
BATTERIES PER CU:	1	2	2
PACKS PER SU:	12	12	12
DIMENSIONS HxWxD (mm) CU:	120 x 80 x 19	120 x 80 x 19	120 x 80 x 27
SU:	87 x 142 x 116	87 x 142 x 120	86 x 226 x 145
GROSS WEIGHT (kg) PER CU:	0.053	0.097	0.146
SU:	0.64	1.207	1.837
NET WEIGHT (kg) CU:	0.046	0.092	0.133
SU:	0.55	1.1	1.596
PALLET LAYER CHEP:	87 x 1200 x 980	87 x 1200 x 980	66 x 1160 x 968
PALLET LAYER EU:	87 x 1160 x 748	87 x 1200 x 764	66 x 1158 x 741
LAYERS PER PALLET CHEP CU:	816	816	408
SU:	68	68	34
LAYERS PER PALLET EU CU:	624	624	312
SU:	52	52	26

	C4	D2	D4
SAP:	632867	632911	632848
EAN:	7638900202687	7638900202816	7638900202830
ITF:	07638900990867	07638900990843	07638900990836
BATTERIES PER CU:	4	2	4
PACKS PER SU:	6	12	6
DIMENSIONS HxWxD (mm) CU:	120 x 167 x 27	120 x 80 x 35	120 x 167 x 35
SU:	90 x 177 x 140	83 x 241 x 162	117 x 175 x 155
GROSS WEIGHT (kg) PER CU:	0.272	0.294	0.590
SU:	1.810	3.787	3.720
NET WEIGHT (kg) CU:	0.264	0.288	0.576
SU:	1.584	3.456	3.55
PALLET LAYER CHEP:		83 x 1130 x 972	117 x 1200 x 1000
PALLET LAYER EU:	90 x 1180 x 760	83 x 1133 x 727	117 x 1085 x 712
LAYERS PER PALLET CHEP CU:	336	336	240
SU:	28	28	40
LAYERS PER PALLET EU CU:	216	252	168
SU:	36	21	28

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How we can help?

Energizer has identified 3 simple steps to drive battery sales:

- 1 Right location** - More than half of shoppers buy batteries on impulse so secondary sitings are key. We have a range of display solutions to suit a variety of retailer situations.



Considered Purchase

Main Fixture

46%

Non-Considered Purchase

Linked Purchase

Electronics

Toys

DIY

Prompted Purchase

Promotions

High-Traffic Locations

Grocery

Household Products

Oops Purchase

Checkout

Multi Siting 21%
Promo Display 17%

16%

- 2 Right Product** - Include a selection of good value, lower power batteries and added value, higher power products.

- 3 Right Message** - We work closely with retailers to put across the right message so shoppers choose the appropriate batteries for their devices. Retailers who have worked closely with us on this have experienced growth in the category.

Contact us at www.energizer.co.uk for more information and advice.



Low Power

High Power