

Battery Usage Guide

SUPER HEAVY DUTY

Cellmax Super Heavy Duty Batteries have outstanding durability. They are specially designed to provide lasting, economical power in a wide range of low drain devices such as flashlights, radios, remote controls and clocks.

RECHARGEABLES

Our Rechargeable batteries provide you reusable support for your entertainment, mobile and toy applications. Including Ni-Cd and Ni-MH products, this product line offers you sizeable benefits: up to 1000 recharging cycles, minimal memory effect, high capacity and long service life.



PHOTO LITHIUM

Photo Batteries offer durability and high performance. These products use high quality lithium technology specially designed for camera use. Shelf life is up to an outstanding 8 years.

MICRO BATTERIES

Small electronic items demand even smaller batteries. Cellmax button cells provide high energy in small packages. They are suitable for keyless entry, calculators, cameras, hearing aids and many other electronic gadgets.

- -Light and comfortable
- Digital hearing aid compatible
- -Reliable, steady power output
- -Easy to use
- -Leading edge technology



Cellmax Alkaline batteries are built to readily start up high drain devices with dynamic instantaneous power. In addition:

- -Delivers a stable current for several hours
- -Has long lasting power and shelf life
- -Is ideal for most high power operated devices such as CD players, toys, PDAs, electronic games, headphones and more.



DIGITAL ALKALINE

Cellmax Digital Alkaline batteries offer the maximum capacity from a single use battery. They are developed using the latest advanced technology, providing up to 6 times longer lasting power than ordinary Zinc batteries. They can:

- Readily start up high drain devices with dynamic, instantaneous power
- -Deliver a stable current for many hours
- -Offer long lasting power and shelf life
- -Provides long lasting power and shelf life -Provides long lasting power in today's growing list of high drain devices such as digital cameras, handheld games, wireless computer

devices, and game controllers.



HEARING AID BATTERIES

Dependable Cellmax hearing aid batteries combine long life and high performance. Plus have a long shelf life up to 2 Years.





Display Programs

POWER STATION

The Power Station and Energy Centers are stocked with Cellmax batteries and Glowmax flashlights. These displays make it convenient for customers to find the batteries and flashlights they are looking for. Keeping things neat and easy to find, these displays pack a mass of product in a small space. Even the display signage can be custom made with your store branding on top.

MAXIMIZE YOUR SALES AND SPACE WITH THE BEST SELLING SKU'S WITH A SMALL FOOTPRINT



OUR POWER STATIONS ARE STOCKED WITH BEST SELLING SKU'S.

NOW INCLUDES TOP SELLING DURACELL OR **ENERGIZER** SKU'S



POWER PANEL

The Power Panel, like its big brother the Power Station, can be stocked with Cellmax batteries and Glowmax flashlights. The display mounts easily to the side of your end cap or can even be used as a free standing unit.



TOP SELLERS

Our Top Selling Counter Display is designed to hold the best selling battery sizes (AA, AAA, C, D, and 9V) and fits conveniently on your counter top to remind customers to grab batteries for their devices. The display stocks Cellmax batteries and can even be customized to hold what you sell most.





OF BATTERY SIZES



AVAILABLE IN SUPER HEAVY DUTY COUNTER AND STANDING ULTRA ALKALINE COUNTER AND STANDING



Ultra Alkaline



Cellmax batteries offers a full line of Super Heavy Duty, Ultra Alkaline, Lithium & Button Cell Batteries. From flashlights and remote controls, to headphones and digital cameras, Cellmax has the best battery for your device. But did you know it is even easier to sell and stock Cellmax? We offer great display programs and the new Cellmax packaging neatly fits on shelves and counter space. Easy to sell and even easier to stock!

LUTRA ALKALINE

CM-LR03-BP4 15VAAA



CM-LR6-BP4

1.5V AA

16 pades



12 packs



CM-LR14-BP2 115VC

Apacks



CM-LR03-PBH24 1.5V AAA

Hard Case 24 pcs inner Box 12 pects Outer Carton 24 packs

NEW

CM-LR6-PBH24

NEW

1.5V AA Hart Case

12 padis Outer Carton

CM-LR20-BP2 1.5VD

3 pcs 6 packs Inner Box 72 packs **Outer Catton**



The Best Value In Batteries

Super Heavy Duty





NEW





CELL

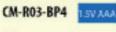
NEW



CM-R6-PBH24

Facing ng Bloker \$4 per Inner Box 12 pads 24 parks





Packaging 8 bter 4 pcs Inner Box 16 pades 96 packs Outer Carton



CM-R6-BP4

1.5V AA

Packing ng Slater 4 pcs Inner Box 15 packs Outer Carties 95 packs



CM-6F22-BP1

Packaging Bletter Inner Bos 12 packs Outer Carton 96 packs



CM-R14-BP2 15W

Packaging Blater Z pcs Inner Bos. 8 packs 72 pecks

Outer Carton



CM-R20-BP2 15VD

Biken Inner Sox 72 packs



Micro and Button Cell

MICRO AND BUTTON CELL



CM-AG**- BP3 ISV AG13/357, AG4/377 AG5/393

Packaging Blister

Inner Box 10 packs Outer Carton 100 packs



CM-CR****- BP2 15V CR1616, CR1620, CR1632 CR2016, CR2025, CR2032

Packaging

Blister 2 pcs Inner Box 10 packs Outer Carton 100 packs



4LR44 CM-4LR44-BP1

Packaging Blister

Inner Box Outer Carton

1 pcs 10 packs 100 packs



CM-A23-BP1 12V CM-A27-BP1

Packaging

Blister 1 pcs 10 packs Inner Box Outer Carton 100 packs



CM-LR1-BP2 III

Packaging

Blister 2 pcs Inner Box 6 packs Outer Carton 100 packs



HEARING AID



CM-A10-BP2

Packaging

Outer Carton

2 pcs Blister 10 packs Inner Box

500 packs

Blister Inner Box Outer Carton



CM-A312-BP2

Packaging

2 pcs 10 packs 500 packs



CM-A13-BP2

Packaging

Blister Inner Box



High Performance



PHOTO LITHIUM 341 CR2

CM-CR2-BP1

Packaging

Blister 1pcs Inner Box 10 packs Outer Carton 200 packs



ULTRA ALKALINE

CM-LR6-BP2

1.50

Packaging

Blister 4 pcs inner Box 16 packs Outer Carton 96 packs



DIGITAL ALKALINE

CM-LR03-BP4 DG CM-LR6-BP4 DG

Packaging

Blister 4 pcs Inner Box 16 packs Outer Carton 96 packs

Available in AA and AAA



TITANIUM

CM-LR03-BP2T CM-LR6-BP2T

Packaging

Blister 2 pcs Inner Box 16 packs Outer Carton 96 packs

COMING SOON!



PHOTO LITHIUM 3/10 CR-123A

CM-CR123-BP1

Packaging

Blister 1 pcs Inner Box 10 packs Outer Carton 200 packs



ULTRA ALKALINE

CM-LR03-BP2



Packaging

Blister 4 pcs Inner Box 16 packs Outer Carton 96 packs



RECHARGEABLE IZE

CM-NC-AA300-BP2 CM-NC-AAA300-BP2

Packaging

Blister 2 pcs Inner Box 16 packs Outer Carton 96 packs

Available in AA and AAA



RECHARGEABLE IN NI-MH

CM-NM-AA2000-BP2 CM-NM-AAA2000-BP2

Packaging

Blister 2 pcs Inner Box 16 packs Outer Carton 96 packs

Available in AA and AAA

COMING SOON!

Brand Name Batteries

Energizer

ENERGIZER MAX AA 4 PACK BLISTER

AA - 4PK 48 Per Case







ENERGIZER MAX 9 V SINGLE BLISTER

9V- 1PK 48 Per Case



ENERGIZER MAX C 2 PACK BLISTER C-2PK 48 Per Case

ENERGIZER MAX AAA 4 PACK BLISTER AAA - 4PK

AAA - 4PK 48 Per Case





ENERGIZER MAX
D 2 PACK BLISTER
D-2PK
48 Per Case

DURACELL®



DURACELL DURALOCK
AA 4 PACK BLISTER
AA - 4PK MN1500B4
56 Per Case



DURACELL DURALOCK
AAA 4 PACK BLISTER
AAA - 4PK MN2400B4
54 Per Case



DURACELL DURALOCK
9 VOLT SINGLE BLISTER
9V- 1PK MN1604B1
48 Per Case



DURACELL DURALOCK
C 2 PACK BLISTER
C-2PK MN1400B2
48 Per Case



DURACELL DURALOCK
D 2 PACK BLISTER
D-2PK MN1300B2
48 Per Case



WE HAVE THE LOWEST PRICES IN THE COUNTRY ON THE BIGGEST NAME BRANDS IN BATTERIES.

Mobile Accesories

INCREASE PROFIT WITH ACCESSORIES EVERYONE CAN USE

THE BATTERY SPOT BRINGS YOU THE MOBILE ACCESSORIES FOR THE BEST SELLING DEVICES ON THE MARKET. INCREASE YOUR SALES AND INCREASE YOUR MARGINS!

Duracell Sync & Charge Cable iPhone, iPad, iPod



DU6107 24 PER CASE Duracell Micro USB Car Charger



DC5341 24 PER CASE Duracell iPhone, iPad iPod USB Car Charger



DCSS5352 24 PER CASE

Duracell Mini Dual USB Car Charger



DU6117 24 PER CASE Duracell Micro USB Sync And Charge Cable



DU3104 24 PER CASE

Duracell Micro USB AC Charger



DU5217 24 PER CASE Duracell iPhone, iPad iPod USB AC Charger



DU6101 24 PER CASE

THE MOST POPULAR
DURACELL ACCESSORIES
AT AN UNBEATABLE PRICE

GLOW



LED FLASHLIGHT KEYCHAIN

- 5 Bright, High-Tech White LED Lights
- Sleek, Smooth, Finish or Attractive Patterns
- Quality Craftsmanship
- Simple Push Button For Easy On/Off

FL-5KEY-FB36





PICK SLEEK ENGRAVING

3 QUALITY ENGRAVED PATTERNS

SLEEK 36 PC FISHBOWL 12 DISPLAYS PER CASE

> Batteries Included



36 PC DISPLAY BOX **6 DISPLAYS PER CASE**

OUR UARANT

G-5EKC-DB36

Key Chain Flashlights



- Mini Barrel Shape
- Easy Push Button On/Off
 Portable & Convenient Key Chain

BATTERIES INCLUDED

G-6KEY-DB16



16 PC DISPLAY BOX 12 DISPLAYS PER CASE





WITH KEYCHAIN AND BOTTLE OPENER

- **Bright LED Flashlight**
- **Push Button Control Turns Off Automatically Upon Release To Save Batteries**
- **Bottle Opener**
- Non-binding, Swivel-action **Key Chain**





G-1BOKC-DB24

24 PC DISPLAY BOX 12 DISPLAYS PER CASE

Available in Blister Card or Counter Display of 24 Pieces



G-1BOKC-BP1

48 BLISTERS PER CASE 288 PER CASE

3 TOOLS IN ONE HANDY DEVICE!

Replaceable Lithium **Button Cell** Batteries Included





- Colorful and Compact Design
- · Easy Swivel Head On/Off
- · Portable & Convenient Key Chain
- Batteries Included











36 PC FISHBOWL **6 DISPLAYS PER CASE**

G-1RUBR-DB36



- * Flat Design
- **Assorted Colors**
- Simple Push Button On/Off Switch

G-1FKC-DB36

AVAILABLE IN 36 PC DISPLAY BOX 12 DISPLAYS PER CASE











- 3 Lighting Modes
- · Choose From Continuous, Fast Strobe, Or Slow Strobe
- Flexible Silicone Bodies of Lights are Durable and Easy to Fasten
- 4 High-intensity LED Bulbs

(Taillight Contains 2 Red And Headlight Contains 2 White)

· White LED Headlight And Red Led Taillight

2 PC BLISTER 6 INNER / 48 PER CASE











Hand Held Flashlights



- Colorful and Compact Design
- Easy Push Button On/Off
- Durable and comfortable Rubber Grip
- Batteries Included

G-9RUBR-BP1

48 BLISTERS PER CASE







LED BRIGHT WHITE Rubber hand light

- Super Bright LED Flashlight
- Durable Rubber Grip Casing
- Convenient Wrist Strap
- 3 AAA Batteries Installed
- Shock Proof Rubber Grip

G-9RUBR-FB24





LED GLOW In the dark flashlight

- Colorful and Compact Design
- Easy Push Button On/Off
- . Glow in the Dark Casing
- Batteries Included

G-9GLOW-DB12



12 PC DISPLAY
6 DISPLAYS PER CASE



LED ALUMINUM LIGHT WITH WRIST STRAP

- Bright White LED Flashlight
- High Quality Aluminum Casing



G-9AMETL-DB12

12 PC DISPLAY
6 DISPLAYS PER CASE









DURABLE RUBBER CASING ADVANCED LED/LENS TECHNOLOGY

Advanced LED technology coupled with an adjustable head makes this flashlight super user friendly. Adjust the zoom to the widest point to light up an entire area or to the smallest zoom to penetrate into the darkness. Adjustable head provides light in every situation!

TELESCOPIC HEAD ZOOMS LIGHT IN AND OUT!



12 PCS PER DISPLAY / 8 DISPLAYS PER CASE



Light for the Fight

Shine a Light on Breast Cancer Awareness

October is National Breast Cancer Awareness Month, but you can show your support all year long with our BCA 9 LED flashlight. This light sells extremely well not just in October but throughout the year. Best of all, a portion of the sale of these lights will be donated to help end breast cancer.

- Breast cancer is the **most common** cancer and the second most common cause of cancer deaths in the United States.
- If breast cancer is detected in the earliest stages there can be a 95% survival rate.
- In the United States over 200,000 women and close to 2,000 men will be diagnosed with breast cancer during 2012.
- Approximately 40,000 people will die of the disease this year.



G-9BCA-BP1

12 BLISTERS PER DISPLAY 72 PC PER CASE

High intensity Super Bright - LED lamps with Unique Aluminum Case.

Features:

- Tough aircraft aluminum alloy is water resistant, corrosion resistant, and shock resistant
- # Ultra bright 9 LED flashlight Requires 3 "AAA" batteries (included)
- #Includes two aluminum carabineers.







LED WORK LIGHT

24 LED FLOOD LIGHT 4 LED SPOT LIGHT



- Ultra Bright & Compact
- · Easy On/Off Button Switch
- Slide to Open Battery Case
- Magnetic Back Plus A Fold-Out Hanging Hook



12 PC DISPLAY BOX 6 DISPLAYS PER CASE

G-28WKLT-DB12

Batteries Included



LED WORK LIGHT

24 LED FLOOD LIGHT 3 LED SPOT LIGHT

- 24 LED Flood Light
- · 3 LED Spot Light
- · Easy On/Off Button Switch
- Magnetic Back Plus a Fold-Out Hanging Hook
- Comfort Grip Sides









LED FLOOD LIGHT

24 BRIGHT LED FLOOD LIGHT:

- · Easy On/Off button
- Handy Magnetic Back
- Fold-Out Hanging Hook
- Batteries Included



G-24WKLT-DB12

12 PC DISPLAY BOX 4 DISPLAYS PER CASE



LED Work Lights





27

G-37WKLT-DB12

LED WORK LIGHT WITH BUILT IN STAND

24 LED FLOOD LIGHT 3 LED SPOT LIGHT

This multi-purpose LED lite uses 27 super bright LEDs with a flood light and spot light mode making is useful for many applications. The built in stand gives you the ability to direct light exactly where you need it.

Great for work above suspended ceilings, working under a car hood, working at night and much more. Features magnet for easy mounting.

- 24 Super Bright Long Lasting LED's
- Additional 3 Directional Lights
- Fold Away Swivel
- Fold Away Kickstand
- Magnetic Back
- · Ergonomic Construction, Shockproof, and Water Resistant



G-27STAND-DB12

12 PC DISPLAY 6 DISPLAYS PER CASE





LED WORK LIGHT

24 LED FLOOD LIGHT 4 LED SPOT LIGHT



- **Ultra Bright & Compact**
- · Easy On/Off Button Switch
- Slide to Open Battery Case
- Magnetic Back Plus a Fold-Out Hanging Hook





G-28WKLT-BP1

12 INNER / 72 PER CASE



LED FLOOD LIGHT

24 Bright LED flood lights

- Easy On/Off Button
- Handy Magnetic Back
- · Fold-Out Hanging Hook



BATTERIES INCLUDED





G-24WKLT-BP1

12 INNER / 48 PER CASE





LED WORK LIGHT

PLUS .5 WATT FLASHLIGHT



- * Easy On/Off Button Switch
- Convenient Clip for Easy Access
- 3 Bright LED Flood Lights
- .5 Watt Flashlight



G-3CLIP-BP1

6 INNER / 48 PER CASE





LED Work Lights



A Portion of the proceeds from the sale of this flashlight will be donated to charities that assist American soldiers who were wounded while serving our country.

ICAN PRID

Supporting our Troops

Order By the Case- GREAT SELLING PRODUCT ALL YEAR LONG!
A Great Light For A Great Cause...ORDER TODAY!



LED WORK LIGHT

24 LED Flood Light 4 LED Spot Light



Ultra Bright Compact
Easy On/Off Button Switch
Slide to Open Battery Case
Magnetic Back
Fold-Out Hanging Hook

Our best selling worklight has never looked so good!



AMERICAN FLAG INSPIRED DESIGNED EXCLUSIVELY FOR GLOWMAX

AVAILABLE IN BLISTER OR DISPLAY PACKAGING

G-28USA-DB12

12 PC DISPLAY BOX 6 DISPLAYS PER CASE





G-28USA-BP1

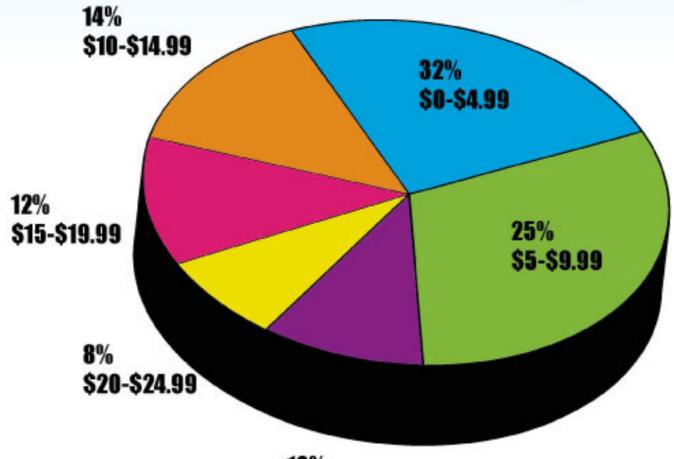
12 INNER 72 PC PER CASE

Consumer Buying Trends

The Flashlight market has changed. Are you maximizing your shelf space?

Once just a household item used for power outages or the occasional camping trip, the flashlight consumer is now purchasing out of impulse.

Retail Flashlight Market by Price Tier



10% \$25+

In todays retail stores Flashlights that cost less than \$15 account for 71% of in store shelf space. The average category spend is \$10 a purchase.

Data from AO in-store survey Source: Nielsen Consumer Facts -AO

Battery Checklist

The average home has close to 30 battery powered devices that are used regularly. Chances are your home or office has a device that needs new batteries. Don't wait until your battery runs out to replace it. This checklist will help you keep an inventory of the batteries you need to keep on hand.





















The Battery Spot has all the batteries you need to keep your household and business running smooth. The best value in Batteries with the best prices in the industry, The Battery Spot is here for all your battery needs. With guaranteed low pricing and 100% Satisfaction guarantee, you can count on us!

Fundraising Programs

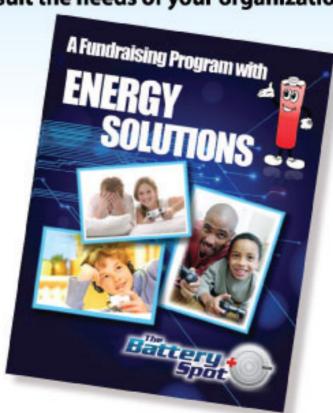
We offer a variety of fundraising campaigns for your organization. These fundraisers will have your team, school or non-profit raise money by selling things people use every day. Forget the candy and the wrapping paper. Sell things like batteries, flashlights and mobile device accessories and you are sure to reach your goal in no time. Our programs can be custom made to suit the needs of your organization.

Call us today to get started!

- Schools
- Youth Groups
- Church Camps
- Sports Teams
- Clubs
- Non- Profits
- Cheer
- Dance







Custom packages available!



Private Label

Looking to Increase Brand Loyality?

We offer full service turnaround for your company and its private label needs. If you are looking to private label your own battery or flashlight line, then give us a call. We have a full art department ready to design your new packaging to promote your brand. Once the packaging is designed, we have the capabilities to produce one full container of batteries/flashlights per day. Our typical turnaround time from start to finish for private label batteries or flashlights is seventy-five days.





THE BEST VALUE IN

What Sets Us Apart? Your Best Value – Guaranteed or It's Free

- Factory Direct Pricing
- Beat or Exceed Any Competitor's Price/Quality
- Superior Customer Service
- Pick and Pack Ordering
- No Order Minimums
- Great Display Programs
- 100% Buy Back Guarantee
- Order Battery Inners of 6 to 16

100% BUY BACK GUARANTEE

Contact us today!

Looking to Increase Brand Loyality?

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