

# Energizer introduces a powerful new look for packaging, in-store displays and advertising

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Iconic character *Mr. Energizer™* to take center stage in standout new packaging designed to help consumers navigate product options

Looking for a partner with super strength, an upbeat outlook, quick wit, endless endurance and dedication to powering the next adventure or achievement, big or small? Look no further. *Mr. Energizer™* is your answer, and he's more vibrant than ever.

[Energizer®](#), makers of *Energizer® Ultimate Lithium™*, the world's longest-lasting AA battery, today announced a re-energized look for the brand, including new packaging, in-store displays, logo and advertising for its battery product lines, as well as an even more prominent role for *Mr. Energizer™*, the brand's beloved charismatic character. The new visual treatments will provide a contemporary look with a lighter, brighter presentation and a helpful new approach, with distinct colors deployed to help consumers more easily and intuitively find the best product to suit their needs. Whether it's the world's longest-lasting *Energizer® Ultimate Lithium™* AA battery, a lithium coin battery or an *Energizer Recharge®* rechargeable battery, the new packaging and color schemes will help consumers quickly identify the right choice and be on their way.

"We spent three years developing our new look, talking with consumers and researching their preferences to deliver an experience that's both powerful and fun," said Lori Shambro, Vice President, Global Marketing at Energizer Holdings, Inc. "They told us they want bright, clear and helpful packaging that will stand out in a cluttered aisle. And we know they love *Mr. Energizer™*, so we've made sure consumers will get more of him and his larger-than-life personality everywhere, from in-store to our advertising."

*Mr. Energizer™* is the embodiment of physical energy, a living *Energizer®* battery who's quick with a wink and a smile and always up for a new challenge or a friendly competition. He's an animated character who lives in the real world and marvels at it with curious enthusiasm. His lasting endurance and fun-loving personality reflect the spirit of the *Energizer®* brand.

The changes represent the first major update to the *Energizer®* look since 2008, and will come to life across the entire *Energizer®* portfolio, starting with batteries.

## About Energizer Holdings, Inc.

Energizer Holdings, Inc. (NYSE: ENR), headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries and portable lighting products and is anchored by its two globally recognized brands Energizer® and EVEREADY®. Energizer is also a leading designer and marketer of automotive fragrance and appearance products from recognized brands such as Refresh Your Car!®, California Scents®, Driven®, Bahama & Co.®, LEXOL®, Eagle One® and Nu Finish®. As a global branded distributor of consumer products, our mission is to lead the charge to deliver value to our customers and consumers better than anyone else. Visit [www.energizerholdings.com](http://www.energizerholdings.com) for more details.

# Energizer®



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