New Industrial Alkaline Graphics



Panasonic's Industrial product line features bold, colorful new graphics that work as hard as the batteries themselves.

Panasonic Industrial brand alkaline batteries are dependable, long-lasting batteries that are specially labeled and commercially packaged for end users, businesses, organizations, agencies and distributors in the OEM/professional/industrial marketplace.

Enhanced features include:

- Bright, colorful, attention-grabbing design
- Easier to read
- Clearly marked, "Industrial alkaline, not for retail trade"
- English and French text
- EU compliant dustbin symbol
- Expiration date code easy to locate and read
- Easier cross referencing with IEC battery codes*

*International Electrotechnical Commission

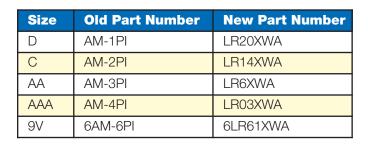
Panasonic ideas for life

New Industrial Alkaline Graphics

A bold new look that sets the standard for form and function

The new industrial label has many important features







More distinct

Clearly marked date codes
polarity marking

provide expiration information



EU Compliant - Dustbin Symbol indicates batteries must be collected for recycling

The Power of Tomorrow - Today

©2009 Panasonic Energy Corporation of America. All rights reserved. All reproductions prohibited without proper authorization. Characteristics and specifications subject to change without prior notification.

Panasonic ideas for life