

The energy behind
the art of listening.



Activair®

with
EasyTab™

Activair with EasyTab
is different to anything
that's come before.



EASY TO HANDLE,
EASY TO OPEN PACKS.



UNIQUE, EASY TO
USE, LONGER TAB.



LONGER LASTING
PERFORMANCE.

Activair batteries use zinc air technology:
proven to perform consistently across the full
range of hearing aids - including high and low
power, digital and analogue. And with a name
like Duracell, the world's premier battery
brand, on the box, you know you can trust
EasyTab never to let you down.



To hear well means so much, and never more so than today.

Today's advanced hearing aids need advanced batteries, like Activair with EasyTab.

Activair has always offered hearing aid specialists the ideal choice, with great performance and unbeatable sales.

Activair with EasyTab is now easier than ever to change.



EASY TO REMOVE



EASY TO HOLD

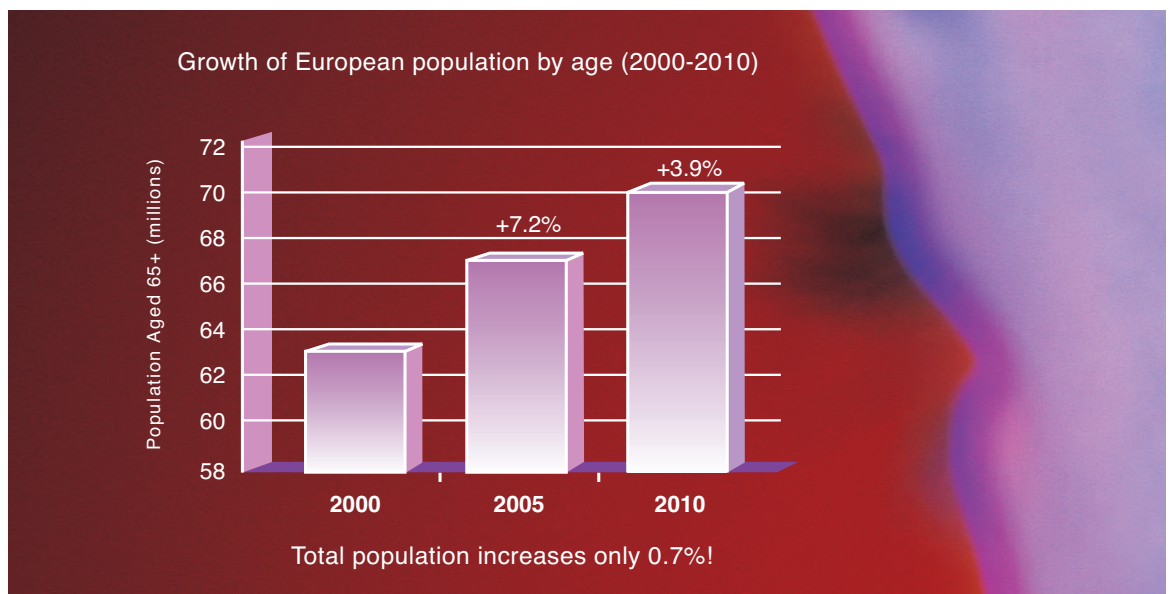


EASY TO INSERT

A great opportunity for hearing aid specialists

An innovative product meeting a real consumer need.

Combining superb longer lasting performance with revolutionary ease of use, Activair with EasyTab allows you to take full advantage of a booming hearing aid market. Over 190 million hearing aid batteries were sold in Europe in 2002.* 10% of the population have a hearing impairment now; set to rise as the proportion of people aged 65 and over increases significantly over the next ten years.

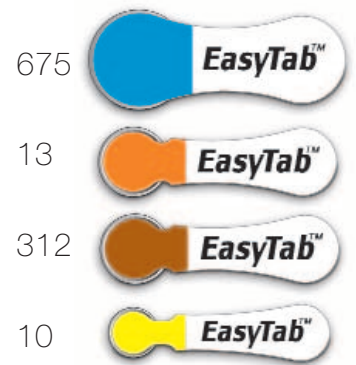


An improved hearing aid experience for patients.

EasyTab means easier handling of smaller batteries, encouraging your patients to switch to newer, digital devices - devices that are more effective and discreet for them and more profitable for you.

The Activair range.

Powers all popular types of hearing aid, including high and low power, digital and analogue models. Coded tabs ensure easy size recognition by your customers.



Even more reasons to choose Activair with EasyTab.

- Higher brand awareness than any competitor – over 65% of hearing aid users are familiar with the Activair brand*
- Comprehensive technical backup to ensure product reliability
- Professional, quality point-of-sale materials to support sales activity – including dispenser/display, brochures and promotions
- Exclusively available through hearing aid specialists for increased customer confidence
- One brand, all devices – Activair meets high power needs of digital devices and powers analogue devices for longer usage
- Protective pocket packaging – unique packaging protects the batteries and makes storage easy
- Activair is a leading manufacturer of zinc air technology with 20 years' experience and pioneered its commercial use



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