

COMPANY PROFILE



Largest Garden-like alkaline factory in the China more than 200thousand square meters

HISTORY



- 1954** start to produce battery
- 1989** The 1st full automatic alkaline battery production line launched in China
- 1990** start to oversea business
- 1997~1999** National Key high-tech enterprise
- 2000** China well-known brand . The 1st environmental friendly enterprise with full rang of "Green battery" in China
- 2001** Super ring alkaline battery patent
- 2002** China Top Brand
- 2003** National Excellence high-tech enterprise
- 2004** "Exempt from examinations products" awarded by China Government
- 2005** Chinese Export Brand for Priority Cultivation and Development
- 2006** Fujian Export Brand for Priority Cultivation and Development



2007 FR6 battery launched in China for the 1st time.

2008 Excell Beyond launched in China



TILL TO NOW,
No.1 market share of Alkaline segment in China



To be the long term partner bring both parties more successful business based on mutual benefit in the past, present and future

THE MARKET POSITION

In China
Domestic Market

NO.



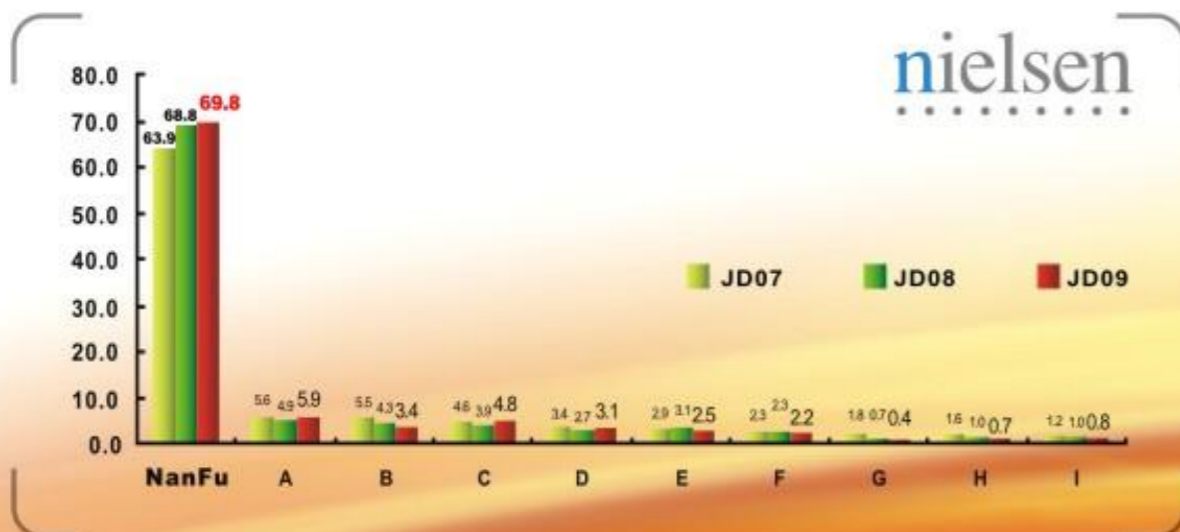
- > Established in 1954
- > No.1 manufacturer in China
- > No.1 of Market Share in China domestic market for 17 successive years
- > No. 1 for brand awareness, reputation and loyalty
- > No. 1 for brand value index

33 Sales Offices in China, wide distribution network covering 1.5 million outlets



06

07



SUPERIOR TECHNOLOGY & QUALITY



All-sided quality control procedure



Strict raw materials control process



Advanced product tracing system



Total Quality Management



Secure and closed manufacturing environment



Quality System Certificate



IQNet Certificate



Chinese Environmental Labeling Product Certificate

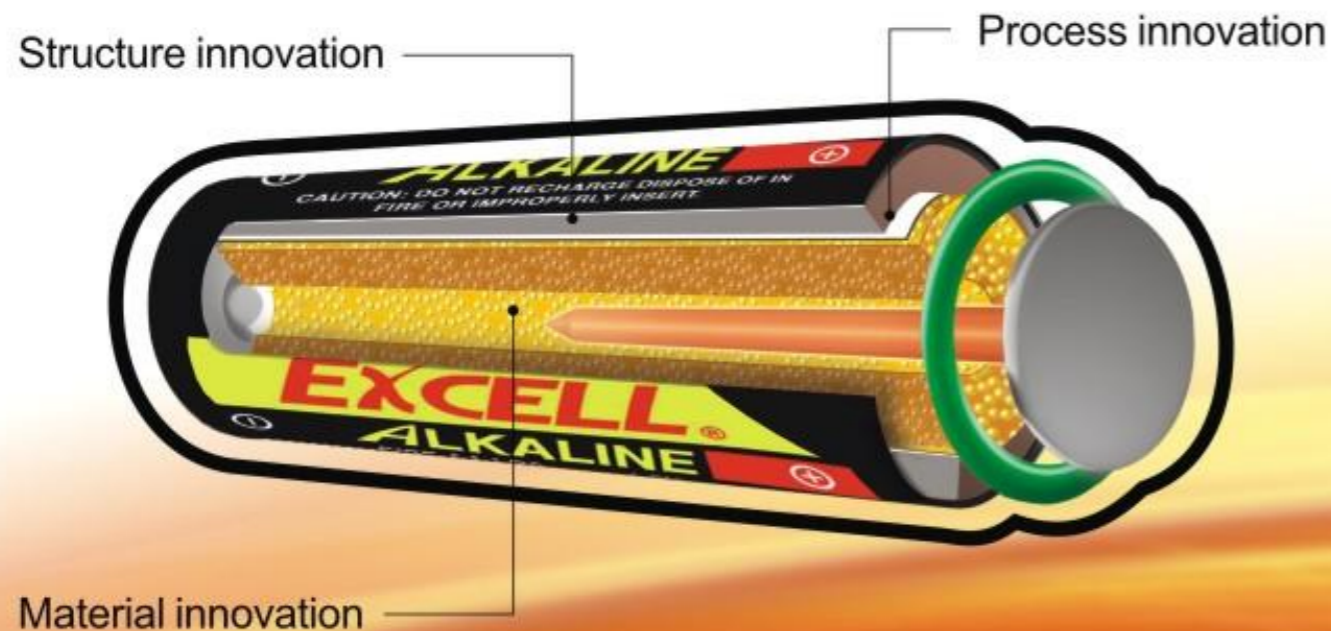


ISO14001 Certificate

INNOVATION

Test under 1500/650mW to 1.05V

Outstanding performance in high drain, improved by 50% in digital camera



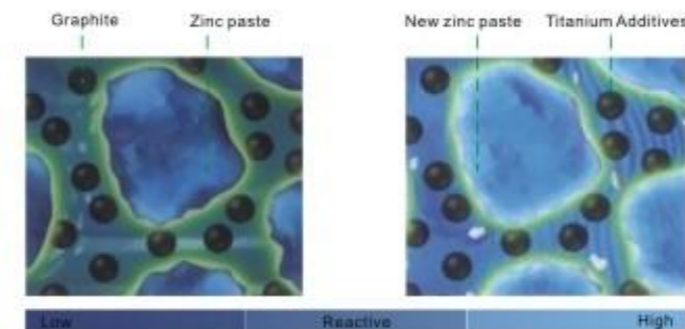
Structure innovation

New development increases the amount and intensity of the content in order to increase the life span.



Material Innovation

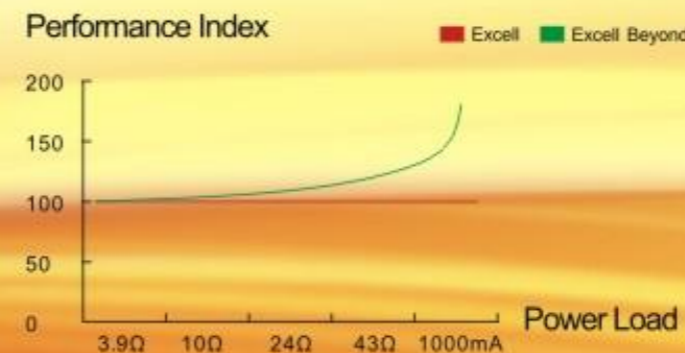
New materials increase the responsiveness and extend the use of time.



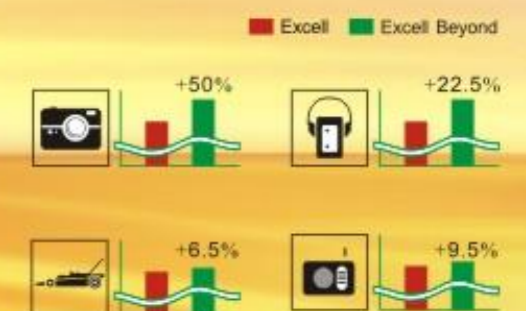
Process Innovation

Improve the QA/QC system management to ensure the IQC/IPQC/FQC and VOC are all timely, efficient, modern and professional.

Alkaline batteries 100 as a standard, Continuous discharge measured the performance index.



Comparison of various types of machinery used



PRODUCT PORTFOLIO



LR6-2B



LR6-4B



LR6-6B



LR03-2B



LR03-4B



LR03-6B



LR20-2B



LR14-2B



6LR61-1B



6LR61-2B



LR14-4S(盒装)



LR6-8B



LR6-10B



LR6-12B



LR6-12B



LR6-16B



LR03-8B



LR03-10B



LR03-12B



LR03-12B



LR03-16B



LR6 8B + TORCH



LR6-8S



LR6-10S



LR6-12S



LR03-8S



LR03-10S



LR03-12S

MARKETING SUPPORT

Offer long term and strong marketing supports, including various promotional materials to create brand awareness and gain distribution.



METAL STANDEE
Packing: 1PCS/CTN
LxWxH : 114x62x7(cm)
G.W: 10KGS



METAL STANDEE(2x3)
Packing: 10PCS/CTN
LxWxH : 71x48x54(cm)
G.W: 8KGS



METAL STANDEE(2x2)
Packing: 7PCS/CTN
LxWxH : 57x25x25(cm)
G.W: 4.7KGS



ADVENTURER FLASH LIGHT-D SIZE
Packing: 24PCS/CTN
LxWxH:46.4x29.5x31(cm)
G.W: 6.15KGS
N.W: 4.4KGS



ADVENTURER FLASH LIGHT-AA SIZE
Packing: 24PCS/CTN
LxWxH: 33x26x25.7(cm)
G.W: 3KGS
N.W: 2.6KGS



ADVENTURER FLASH LIGHT-C SIZE
Packing: 24PCS/CTN
LxWxH: 49.3x25x28.5(cm)
G.W: 4.5KGS
N.W: 3.4KGS



EXCELL FLOOR PAPER DISPLAY
Packing: 1PCS/CTN
LxWxH: 100x50x20(cm)
G.W: 11.6KGS
N.W: 9.2KGS



METAL STANDEE(1x6)
Packing: 10PCS/CTN
LxWxH : 104x13x28(cm)
G.W: 4.4KGS



METAL STANDEE(2x6)
Packing: 6PCS/CTN
LxWxH : 104x26x28(cm)
G.W: 5.75KGS

PACKING INSTRUCTION

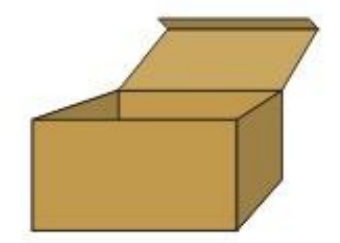


Blister card for 4 PCS
Quantity:4PCS
G.W.:0.101KGS
M'ment:118x82mm

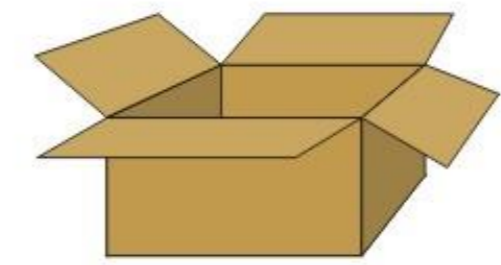


Inner box for 80 PCS
20 cards

INNER BOX

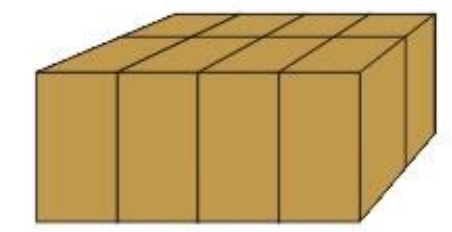


Quantity:80 PCS(20 card)
G.W.:2.02KGS
M'ment:170x33x89mm
Material:Monolayer paper

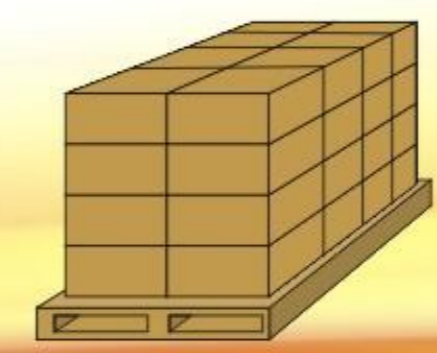


Quantity:640 PCS(160 card)
G.W.:15.4KGS
M'ment:380x285x195mm
Material:Duplex paper

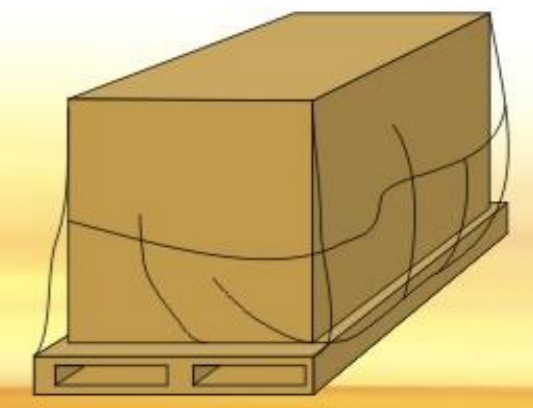
OUTER CARTON



Outer carton for 640 PCS
8 boxes



Pallet for 20,480 PCS



Quantity:20,480 PCS(32 cartons)
G.W.:560KGS
M'ment:1190x790mm