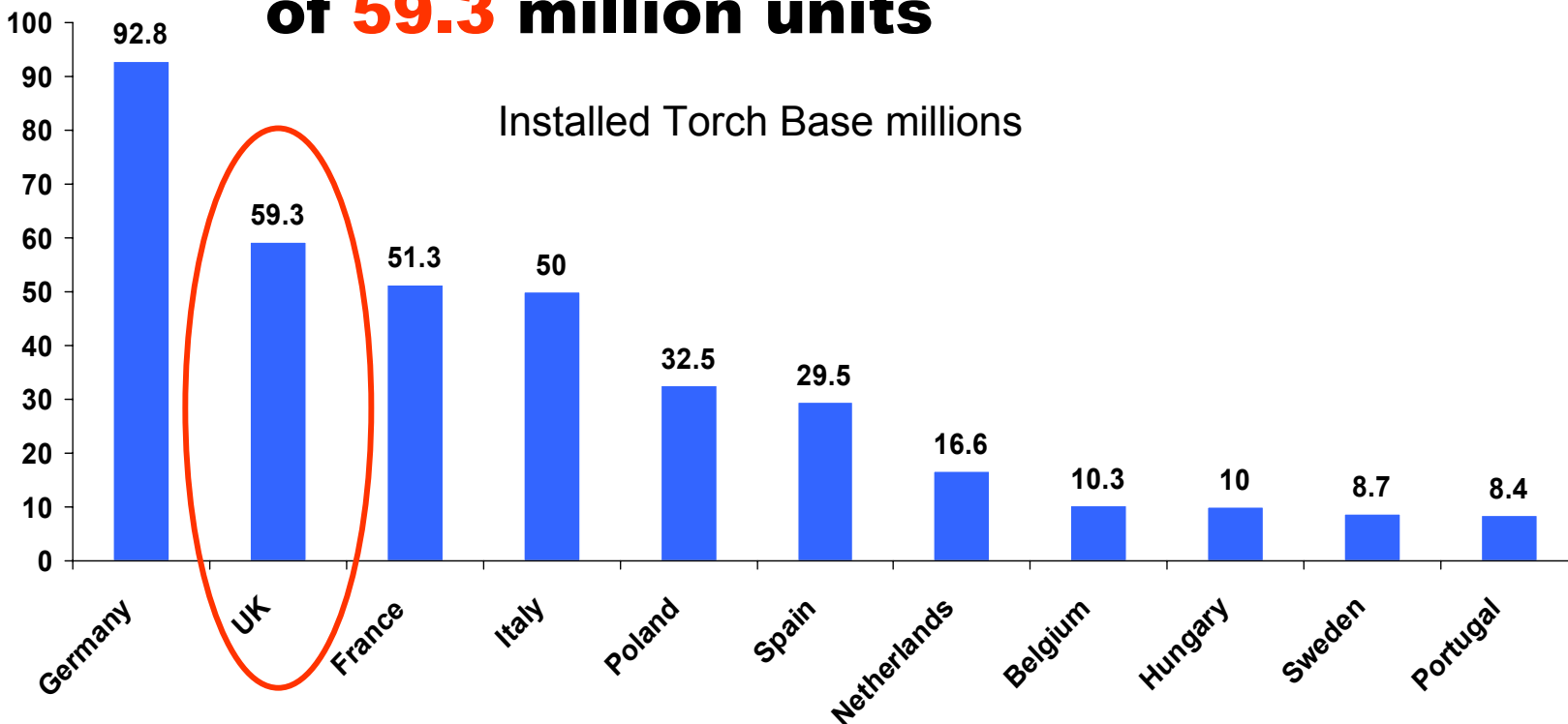


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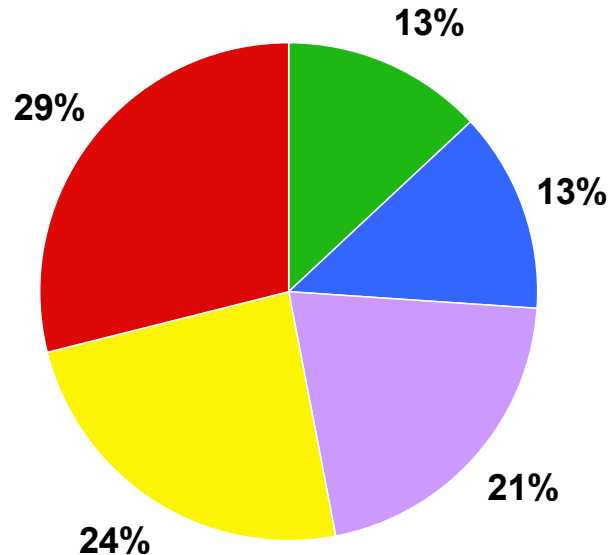
**Duracell Torch Solutions -
A New Approach To The
Torch Category**

The UK is the second biggest torch market in Europe with an installed base of **59.3** million units



With the typical torch replacement cycle appearing to be every 3-4 years

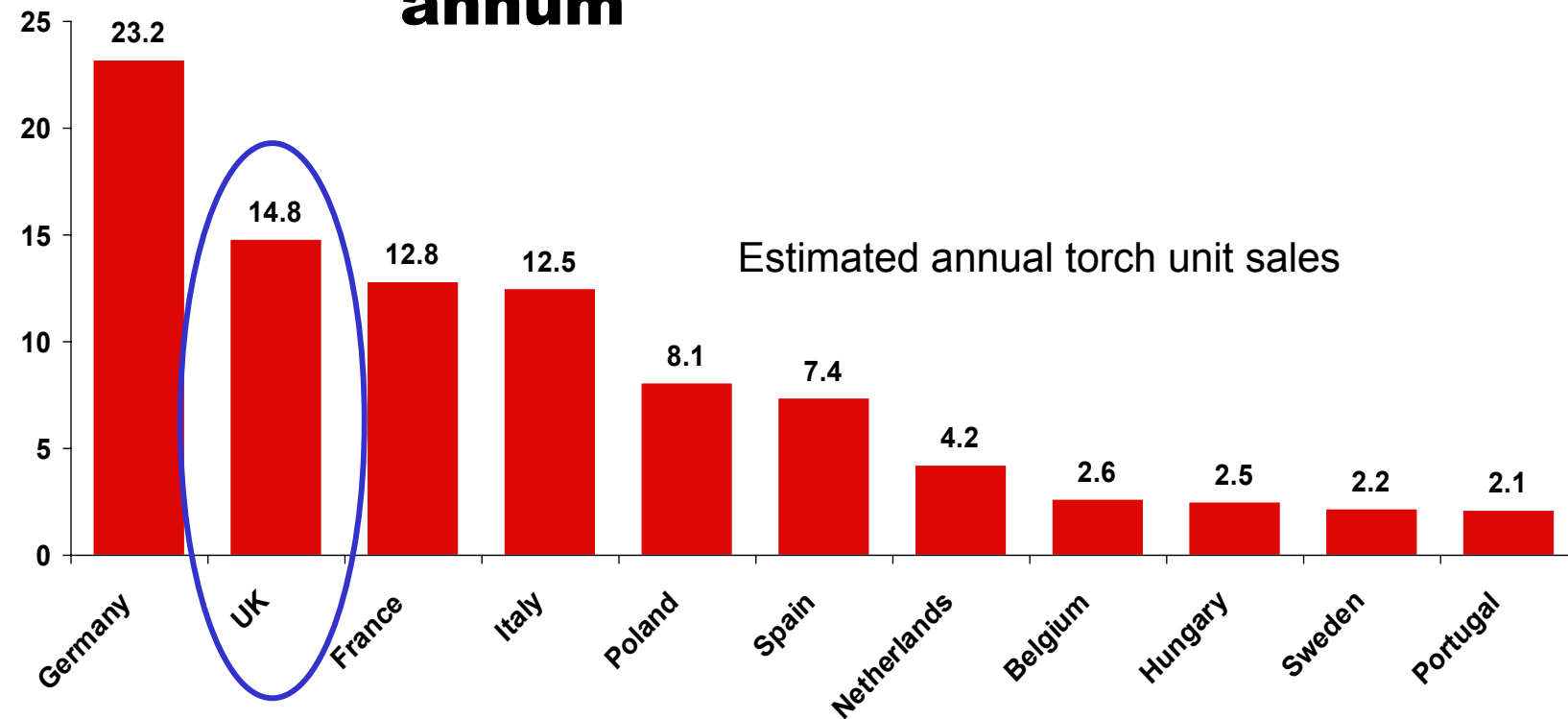
Age of torches owned by household



■ Up to 1 year ■ 1-2 Years ■ 2-3 Years ■ 3-4 Years ■ Over 4 Years

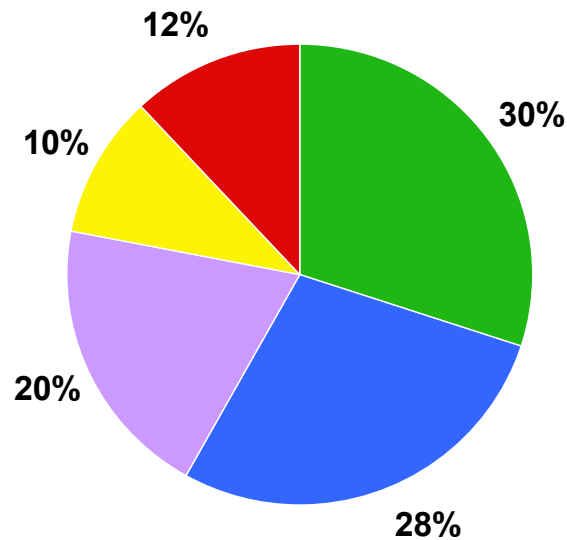


• Making the size of the torch market in the UK over **14.8 million** units per annum

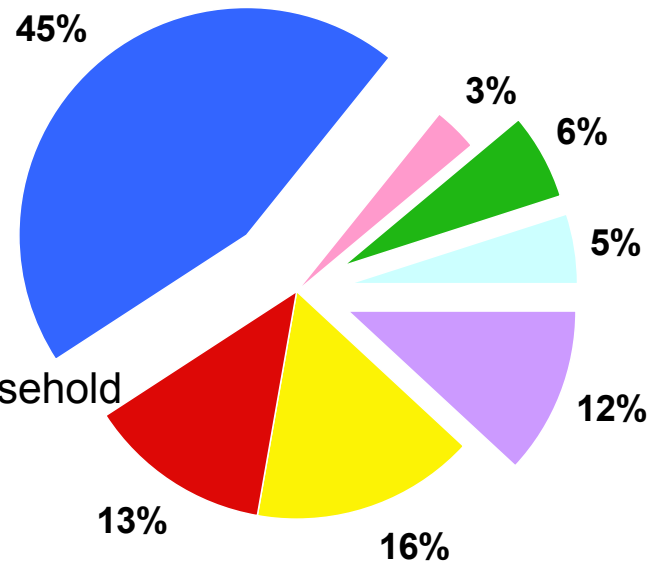


The number of torches owned suggest that for many consumers there are different usage occasions

Numbers of torches owned



Furthermore torch usage patterns also suggest different types of torch consumer



Frequency of torch usage by household

- Every Day
- 4-6 times per week
- 1-3 times per week
- 2-3 times per month
- Once per month
- Less Often
- Don't Know



To establish this further Duracell undertook qualitative research into Torches

- Research conducted in France and Italy in January 2002
- As well as inputting into the Duracell Torches relaunch the research looked at the different types of torch consumer and how and why they purchased torches
- Supported by quantitative research in UK, France and Sweden
- Probably the most comprehensive consumer research into torches in Europe, ever !!



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Duracell Torches For Every Occasion



DURACELL®

personal



PERSONAL

- Small and portable torches
- Can be carried in pocket, handbag etc...
- ‘ Just in case ‘ torch
- Used to find things
- ‘ *I keep this small torch in my handbag as there is no light by my door* ‘



DURACELL®

personal



pocket torch



- 2 x AA batteries (included)
- Fits easily into pocket/purse
- Quick flip top to turn on
- Stands on its own
- Easy side slide for battery replacement

DURACELL®

personal



mini



- 2 x AA (not included)
- Convenient clip
- Easy on/off switch
- Morse capability

DURACELL®

home/car



HOME/CAR

- Size will vary
- Kept in the kitchen drawer / glove compartment etc...
- Also found in the garage, cellar, attic
- Used just in case of power failures / car breakdowns / emergencies
- Finding things around the house, in the car
- *‘ I keep this torch in the car or in the house in case of breakdowns, power cuts etc..*



DURACELL®

home/car



multi



- 2 X C batteries (not included)
- Easy on/off switch
- Clip for belt loop or shelf
- Morse capability
- Easily adjustable beam
- Remove head for stand alone area light

DURACELL®

outdoor



OUTDOOR

- Size will vary, tend to be larger
- Portable
- Used for camping, walking in the dark etc...
- Heavy duty, durable, resilient
- Easy to carry,
- Often requires a hands free function
- *"I use this one when I go camping because it is durable"*



DURACELL®

outdoor



voyager



- 2 X AA batteries (included)
- Durable rubber construction
- Water resistant
- Shock proof

DURACELL®

outdoor



explorer

- 2 X D batteries (included)
- Durable rubber construction
- Water resistant
- Shock proof



DURACELL®

outdoor



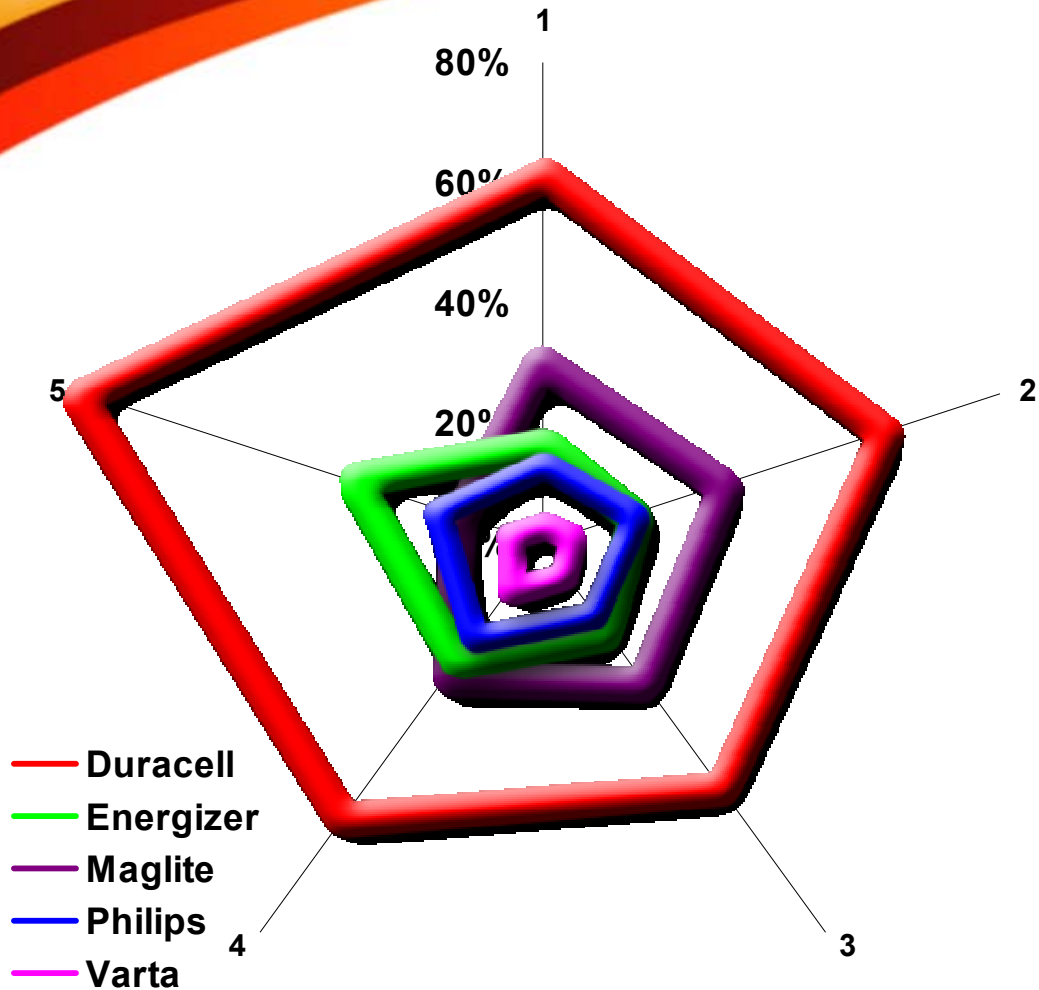
professional



- 4 x C batteries (included)
- Swivel head for hand free work
- Variable angle light
- Stable stand
- Storage compartment

THE RANGE





UK Torch Brand Attributes

- Is my 1st brand choice for torches
- Is a high quality brand for torches
- Is a rugged and durable brand of torch
- Is a brand that offers torches for a wide range of uses and situations
- Is a brand whose reputation in batteries gives me confidence in their torches



DURACELL®

Costco

Torches For Every Occasion

