

MORE POWER, MORE LIFE
LOW DRAIN, MORE GAIN
MULTIPLE CHARGES, MULTIPLE VALUE



Mr. Keith Coxon
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Dear Mr. Coxon,

I am delighted to be able to inform you of a new development in the battery market which is set to provide a total battery solution for both consumers and retailers alike.

Philips, inventors of the remarkable POWERLIFE Alkaline battery using revolutionary 'expanded graphite technology', are introducing two new segments, LONGLIFE and MULTILIFE, to form a complete family of batteries giving the latest benefits for the largest range of appliances.

POWERLIFE

- New expanded graphite technology gives unequalled performance in high drain applications
- Remote Controlled Toys - Travel Shavers - Torches - LCD TV - Photo Equipment

LONGLIFE

- This new leakproof battery has been specially designed for use in low drain applications
- Clocks - Radios - Calculators - Remote Controls - Gameboys

MULTILIFE

- No loss of life or power when recharging before fully discharged, for up to 1000 charges
- Any application for which the consumer has a high consumption of batteries

This means that, with Philips, you can now offer consumers the complete battery range, clearly segmented by application, but also clearly part of the Philips-LIFE family. This is a first in this category and, along with the range of matching POS, will enable the consumer to make an easier informed decision regarding their battery requirements.

For you the benefits are just as outstanding, with the ranges' high impact, fully integrated packaging, competitive pricing and comprehensive market support all working together to drive up your sales.

I will call you in the next few days to discuss how you can take advantage of this exciting opportunity, brought about by the launch of the new Philips-LIFE family of batteries.

Yours sincerely,

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Arthur Dawes
National Sales Manager



PHILIPS