



A Berkshire Hathaway Company

14 Research Drive, Bethel, CT 06801

Date: Aug 19, 2020

Duracell High Power Lithium CR123A Battery Label Change Announcement

Dear B2B/OEM Customer,

This is to inform you that an artwork change is being implemented to the label of Duracell's High-Power Lithium (HPL) CR123 cells made in USA as part of an annual occurrence where we update the "Best By" year.

The new label code for NA customers is 1016051, and the new label code for Europe customers is 1016652. The Best by year has been changed to 'Mar 2030' from 'Mar 2029'. Please see Appendix for the label images and the changes made. Start of Ship for the product with new label is October 2020.

All other aspects of the battery remain the same (raw materials, construction method, equipment and manufacturing location).

Duracell provides this notification as a courtesy to our customers.

Please feel free to contact your Duracell sales manager for additional information.

Cordially,

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Appendix

Current Label	Future Label – for NA customers	Future Label – for EU customers
Made in USA	Made in USA	Made in USA
1012200	1016051	1016652
Mar 2029	Mar 2030	Mar 2030
	SOS – October 2020	SOS – October 2020