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UltraLast Green™ Rechargeable Batteries for “Everyday Use” Draws Attention at CES 2009

Woburn, MA, Monday, 1/19/09. “Customers responded enthusiastically to the new UltraLast Green™ Everyday Rechargeables™ for day-in-day-out, around the house uses. People understood that there is a better alternative to ordinary batteries that will save them money and do the right thing for the environment,” said Mark Dockser, Senior Vice President and General Manager of UltraLast Batteries.

“The response to UltraLast Green Everyday Rechargeables at CES confirmed that retailers and consumers are starting to associate rechargeables with all the household items that require a battery,” says Nanci Bergman, Vice President of Sales, UltraLast Batteries. The consumer has additional reasons to reach for UltraLast Green Everyday Rechargeables instead of a disposable battery. They are ready to use straight from the pack and will run low drain household products like TV remotes for months and months and months before needing a charge.

UltraLast Green boasts a full range of AA and AAA batteries for “Everyday Use” and “High Power” digital devices and eight chargers geared for busy, on-the-go families. Suggested retail prices range start at \$9.99 for a charger with two batteries.

Rechargeable batteries aren’t just for digital devices anymore

“Consumers with digital cameras, flashes, and electronic games already reach for rechargeable batteries. Our UltraLast Green High-Power Rechargeables™ line is perfect for them. But there are more sales for retailers as consumers look for a greener alternative for an item that adds hundreds of thousands of tons of solid waste to our landfills each year,” states Dockser. He believes there are two linked opportunities to grow the rechargeable segment: first, for all consumers in all the everyday, around the house appliances that require a battery and second, among a growing consumer target which is, as he describes it, “leaning green.”

Take this household battery quiz

How many items use a battery in an average home? Add them up: multiple TV remotes, flashlights, clocks, games, toys, mice, keyboards, toothbrushes, radios, alarms and even thermostats. “It’s a large number and it translates into an opportunity to satisfy a massive need and help save the planet at the same time,” Dockser continued. “When you consider the US Census says that there will be 115 million households in the US next year and there are more than 1.5 billion portable electronic devices purchased in a year, that’s a lot of opportunities to use UltraLast Green Everyday Rechargeables,” he said.

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Battery buyers are “Leaning Green”

Dockser’s marketing team reviewed reams of research which indicated UltraLast Green is on the right track with the consumer’s evolving need to power their portable electronics with innovative options that are more economical and friendlier to the planet than disposables.

Studies show 80% to 90% percent of Americans are interested in greener alternatives but do not want to trade off performance of green products versus the less eco-friendly options. Actual purchase interest is climbing to the point where 50% of women and 45% of men are prepared to buy green. Dockser narrows the UltraLast Green target to two high potential groups. There are those consumers who think, act, and buy green; they are averse to products that pollute the environment. “The other group,” said Dockser, “is leaning green and is willing to convert to greener options if the product will meet their performance needs without costing them more. This group is much larger with many more household usage opportunities.”

Greener batteries--an evergreen retail selling story

Saving the consumer money and saving the planet are two megatrends that will not go away anytime soon. In today’s uncertain economy, people are looking to save hard cash with nearly every purchase. UltraLast Green can be recharged as many as 500 times over a period of up to three years. At that rate, a basic UltraLast Green charger and 4-pack can pay back its purchase price in just three to four charges compared to most disposables. “That’s math the consumer can understand,” says Dockser.

One UltraLast Green Rechargeable can keep up to 1,000 disposable alkaline batteries out of landfills. The package itself has a reduced footprint and is made of eco-friendly materials, including post-consumer recycled cardboard and recyclable PET plastic. These batteries can be recycled through the Rechargeable Battery Recycling Corporation (RBRC) program at thousands of electronics retailers across the country.

On shelf, UltraLast Green is a fresh, green face in the battery aisle, attracting new interest with easy to understand packaging and batteries that have multiple uses at home.

Chargers for every lifestyle

UltraLast Green offers 4- and 8-cell standard chargers and a 4-cell rapid charger. The line includes two 3-in-1 chargers with mini and standard-USB charging capability to double as a power pack, and are available as either a standard 4-cell size for at home or in the car, or a 2-cell compactable travel size for on the go charging. A solar powered 2-cell charger with USB port offers the ultimate green charge.

Dockser wraps up the UltraLast Green Story this way: “UltraLast Green offers retailers a way to expand battery sales by capturing market share from consumers who want greener choices and savings without sacrificing performance”

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To “add a GREEN stripe” to your battery aisle, contact Nanci Bergman, VP Consumer Sales, UltraLast Batteries via email nanci@ultralastbatteries.com or phone 619-661-7992.

UltraLast Batteries provides greener solutions for consumer portable power needs. It offers a complete range of rechargeable batteries and chargers for all electronic devices, from TV remote controls to radios to digital cameras and flashes to heavy duty gaming. The new UltraLast Green line features two ranges of batteries: one for everyday electronics and a second for high power devices like digital cameras, gaming devices, and audio players. Backed by “best in the industry” warranties, UltraLast batteries can be found at thousands of retail and e-tail locations in North America. More information is available at www.ultralastbatteries.com.

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