

## **40,000 Consumers Give Energizer® EcoAdvanced® Top Honors**

### **World's first AA battery made with 4 percent recycled batteries named first-ever Sustainability winner for Product of the Year 2016**

ST. LOUIS, Feb. 12, 2016 /PRNewswire/ -- The battery that keeps on going and going is now being recognized by consumers for helping the planet do the same.

After a vote of 40,000 consumers, Energizer Holdings, Inc. [NYSE: ENR], a worldwide energy and battery leader, has been named [Product of the Year](#)'s first-ever Sustainability winner for its most recent innovation, *Energizer® EcoAdvanced®* batteries.

[Energizer EcoAdvanced](#) is the world's first AA battery made with 4 percent recycled batteries. The breakthrough product is also *Energizer's* highest-performing alkaline battery, powering consumers' most critical devices while creating less impact on the planet.

Product of the Year is the world's largest consumer-voted award for product innovation where winners are backed by the votes of 40,000 consumers in a national representative survey conducted by research partner TNS, a global leader in consumer research. The battery is making an impact worldwide: *Energizer EcoAdvanced* was also named ["Technology & Accessories" Product of the Year 2016](#) in the United Kingdom.

"When our scientists began the seven-year journey to create a high-performance battery made with 4 percent recycled batteries, we knew we were taking on a challenge that many experts considered impossible," said Michelle Atkinson, Chief Consumer Officer at *Energizer*. "We are so gratified to see their hard work not only come to fruition in the form of *EcoAdvanced*, but to be recognized as an innovative leader by the consumers we are so focused on serving."

Product of the Year accepts entries each year from consumer packaged goods that demonstrate innovation and were launched within the previous year. Entered products are then placed into specific categories such as food, beverages, personal care, household care, etc., with a product then being chosen as a winner in its category through the TNS survey of 40,000 consumers.

"Nearly 50,000 new packaged goods products are introduced each year," said Rich Fryling, Managing Director for Product of the Year USA. "Our research shows that 44 percent of consumers are more likely to purchase a product recommended by 40,000 shoppers just like them."

The complete list of 29 winners selected to receive the 2015 Product of the Year title can be found at [www.productoftheyearusa.com](http://www.productoftheyearusa.com)

#### **About Energizer**

Energizer Holdings, Inc. [NYSE: ENR], headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries, portable flashlights and lanterns. *Energizer* is a global leader in the dynamic business of providing power solutions with a full portfolio of products including *Energizer®* brand battery products such as *Energizer® EcoAdvanced®*; *Energizer MAX®*; *Energizer® Ultimate Lithium™*; *Energizer Recharge®* batteries and charging systems; and portable flashlights and lanterns. Visit [www.energizer.com](http://www.energizer.com) for more information.

#### **About Product of the Year**

Product of the Year is the world's largest consumer-voted award for product innovation. Established 29 years ago, POY currently operates in 42 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Product of the Year winners are backed by the votes of over 40,000 consumers in a national representative survey conducted by research partner TNS, a global leader in consumer research. The award is a powerful merchandising program for marketers proven to increase product sales, distribution and awareness. Winning products are announced in February each year and receive the right to use the Product of the Year seal in marketing communications for two years. For more information, visit [www.productoftheyearusa.com](http://www.productoftheyearusa.com).

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