



**RAYOVAC**  
**'Life Without Limits'**  
Hearing Insights



## 'Life Without Limits'

– the theme of RAYOVAC's **Better Hearing Month 2022 campaign** – encourages more people to get their hearing tested and showcases how hearing aids can enrich everyday lives.

The campaign features **real-life inspirational stories** of hearing heroes, who are getting the most out of life with the help of hearing aids.

As well as these case studies, the campaign offers revealing new consumer insight thanks to 'The Big Hearing Survey', research by RAYOVAC, a division of Energizer Holdings, Inc, which shows the **hugely positive impact** hearing aids are having on people's lives around the world.



## The Big Hearing Survey

RAYOVAC undertook a detailed online survey of almost 800 hearing aid users in the UK and USA. Most hearing aid wearers indicated hearing loss had a negative impact on their lives before hearing aids:



reported that hearing loss had at least a somewhat negative impact on their social lives such as lack of ability to carry on conversations, embarrassment or feeling isolated.



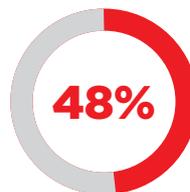
indicated a similar negative impact in their work situations: their job performance was negatively impacted, and their colleague and client relationships were adversely affected.

Respondents on both sides of the Atlantic agreed that the **top benefits of hearing aids** are that they enable better conversations, make it easier to participate in daily activities and result in a **better quality of life**.

More than a third reported improvements in their self-esteem, mental health, feelings of safety, performance at work and **overall enjoyment** because of using hearing aids.



said that wearing hearing aids has had at least some positive impact on their lives.



reported that it was easier to participate in day-to-day activities.



experienced improved conversation.



said their "quality of life" had improved.

In addition, hearing aid wearers reported greater confidence, feeling safer and finding enjoyment in life's simple pleasures: children playing, music, and the sounds of nature.



## A variety of factors motivated hearing aid wearers to get their hearing assessed initially.

These include:

- Prompting by a significant other or doctor
- Self-awareness of hearing difficulties in specific situations (in loud areas, at work, etc.)
- Because of some type of injury or trauma

**9 out of 10** hearing aid users surveyed say that they would recommend a hearing aid to family and friends and believe hearing checks should be seen in the same way as visiting the dentist or getting your eyes checked.

Despite the obvious benefits of having a hearing aid, **46%** of people waited more than two years from first noticing an issue with their hearing before having their hearing tested, with **3%** of respondents in the UK waiting 10 years or more.

## RAYOVAC® Sound Fusion Technology



**SOUND  
FUSION**  
TECHNOLOGY

The next generation in hearing aid battery technology is here. Building on 115+ years of innovation and investment, RAYOVAC is excited to introduce its revolutionary new hearing aid battery technology - Sound Fusion.

With up to **19% more battery life\***, **9 more hours of wireless streaming\*\*** and **excellent performance across varying temperatures**, Sound Fusion Technology is pushing the boundaries of the boundaries of battery technology.

RAYOVAC's breakthrough manufacturing process takes battery development to the next level, giving consumers even more of the performance they seek. Featuring the ideal blend of power, performance and reliability - Sound Fusion Technology is our most powerful hearing aid battery yet, for reassurance that no hearing aid battery lasts longer\*\*\*\*.

### RAYOVAC's revolutionary Sound Fusion Technology features:



#### HIGHLY CONDUCTIVE FUSION

A revolutionary improvement to the polymer network inside each battery, allows increased cathode connectivity and gives the active ingredients more space to boost performance.



#### IMPROVED UNIVERSAL POWER

Engineered for greater cell stability across a wide range of temperatures, Sound Fusion Technology provides even more consistent power.



#### NEW MANUFACTURING PROCESS

An innovative blending methodology improves anode reaction efficiency and helps maximize the ingredients which power every single battery.



\*Size 312 Internal testing completed Jan - Feb 2021. RAYOVAC internal trial samples vs. leading competitor market samples based on ANSI/IEC wireless streaming test.

\*\*\*\*RAYOVAC brand only. Based on ANSI/IEC performance tests for Standard Size 10, 13 and 312.

## Why RAYOVAC is a world leading manufacturer of hearing aid batteries

According to the World Health Organization, **more than 5%** of the world's population – or 430 million people – require rehabilitation to address their 'disabling' hearing loss. By 2050 it is estimated that over 700 million people – or **one in every ten** people – will have disabling hearing loss.\*\*\*\*



## RAYOVAC is committed to meeting the needs of consumers now and into the future

- **Constantly innovating** with the consumer in mind - We make year-on-year investments into primary zinc air hearing aid battery technology, manufacturing capacity, product packaging and infrastructure to give people around the world the power to hear more.
- Long-standing industry experience - Over 115 years of history, heritage, and experience in the industry. We have manufactured **10,000,000,000+** hearing aid batteries – and counting!
- Available in **more than 140** countries - We are the only hearing aid battery manufacturer in the world with two manufacturing plants – Washington, UK and Portage, Wisconsin, USA.
- **The power to hear more** - No hearing aid battery lasts longer than RAYOVAC®\*\*\*\*.

## A trusted partner to the hearing industry

For more than a century, RAYOVAC has been at the **forefront of innovation**, technology, and manufacturing of hearing aid batteries. In choosing RAYOVAC, you are opting for more than just a battery - **first class support and service** comes as standard with every purchase.

### **BUSINESS BUILDER PROGRAM**

Hearing healthcare professionals can access a package of helpful tools and support from RAYOVAC. This package provides members with the tools they need to stand out in a competitive market, such as customized packaging, digital content & assets, promotions and more.

### **QUALITY CERTIFIED**

To ensure products are of the highest standards all RAYOVAC management systems are certified to Quality Standards including ISO 9001 Quality Management, ISO 14001 Environmental Management and ISO 45001 Health and Safety Management.

### **EXCEPTIONAL STANDARDS**

Batteries undergo 262 quality checks.

### **WE ARE ACTIVE MEMBERS OF ANSI AND IEC**

The two major bodies worldwide responsible for testing standards.

### **CONTINUED INVESTMENT**

in World-leading manufacturing techniques and proprietary technology.

### **ROBUST TESTING**

In-device testing to simulate the consumer experience to ensure the highest quality products.

### **GLOBAL BRANDS**

Widely available, recognized and trusted.

Our experienced sales and support team is ready to help you take your battery sales business **to the next level.**

## Contact us

Contact your RAYOVAC representative or [click here](#) to get in touch with the team to discuss how RAYOVAC can offer more power to you and your customers.

