

# Energizer Headlight Improvements

Adding Value for Consumers and Retailers



TM

# Energizer is Committed to Leading the Category

## Energizer is the share leader in the Portable Lighting category

- **Powerful Brands** delivering quality solutions across many channels
- **Unmatched Capabilities** – consumer & shopper insights, marketing support, logistics & supply chain expertise
- **Innovation leader** – from the first flashlight to the lights of tomorrow
- **High quality**, design & production driven by vertical integration

**Energizer.**



**EVEREADY.**



## Energizer leads Portable Lighting in speaking to the consumer

- Lighting is a strategic focus business for Energizer
- Highest share of voice in portable lighting media today

Google™

OutdoorRetailer  
SUMMER MARKET



**Energizer.**



# Energizer Knows What Lighting Consumers Want

Consumer needs vary by user segment – no ‘one size fits all’ solution!



## Lighting Enthusiasts

- ‘Right’ light for each task
- Brand that they trust
- Make a statement – Style & Design are important
- Seeks innovation
- Willing to invest

## Outdoor Stewards

- Safety features are key
- Variety of outdoor activities
- Environmentally friendly
- Seeks products from responsible brands

## Casual Light Users

- ‘Enough’ light for the job
- Must work when needed
- Seek lights that meet the needs of many jobs
- Basic functionality
- Occasional use

**Energizer**



**Energizer's best selling headlights...**



**...are getting even better!**



# Consumers & Retailers Asked, Energizer Listened

**Key improvements coming on select headlights to meet consumer needs:**

- |                       |                     |
|-----------------------|---------------------|
| 1. Brighter           | All Headlights      |
| 2. Easier to Use      | 4 LED, 6 LED, 7 LED |
| 3. More Comfortable   | 4 LED, 6 LED, 7 LED |
| 4. Enhanced Packaging | All Headlights      |

*All with NO Increase in cost to Retailers or Consumers!*





# Brighter Headlights

Consumers and Retailers are asking for brighter lights

Energizer headlights will have increased output with NO SRP increase and no disruption to shelf sets (flow-in conversion)

	4 LED	6 LED	7 LED	Brilliant Beam
Current	40 lumen	45 lumen	58 lumen	70 lumen
Improved	80 lumen	80 lumen	100 lumen	100 lumen
% Brighter	+100%	+74%	+72%	+43%
Ship Timing	April 2013	April 2013	April 2013	April 2013



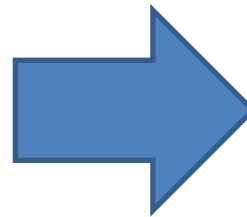
# Easier To Use (4 LED, 6 LED, 7LED)

## 1. Easier to Operate

- New electronic push button switch is easier to turn on
- Requires 85% less force vs current switch

## 2. Easier to Replace Batteries

- Easy-open compartment with flip switch (no coin required)
- Clearly printed battery icons are easier to see



# More Comfortable

## 1. Improved Strap for Comfort & Style

- Wider strap for more comfort
- Strap is now removable and washable
- Stylish new design is preferred by consumers

## 2. Smaller Size for more comfort & contemporary design

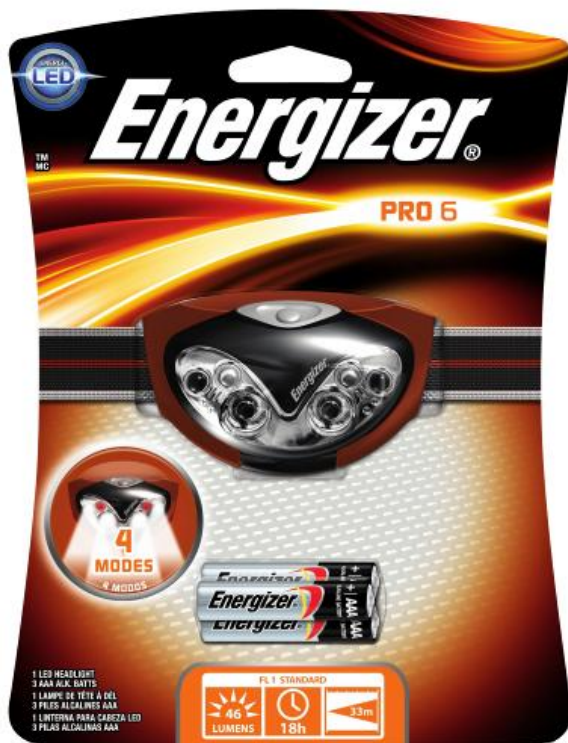
- Headlight width reduced by half an inch



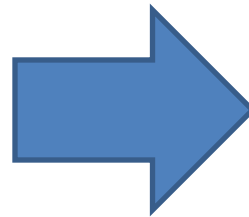


# Enhanced Packaging

- 'Improved' called out on pack
- Leveraged consumer packaging research to improve messaging
- New packaging more clearly conveys key features & benefits to consumers



Current



Updated

**Energizer**



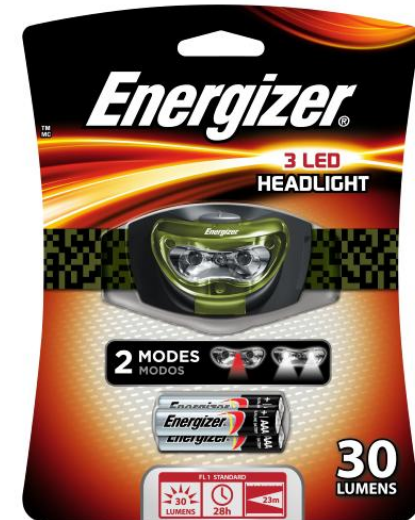
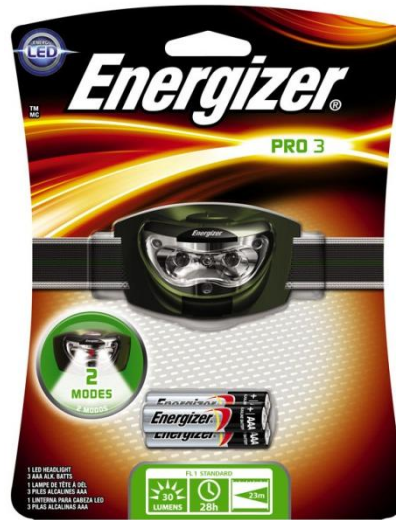
# Energizer® Headlight Improvements

	3LED	4 LED	6 LED	7 LED	Brilliant Beam	Micro Sport
Light Output	30 lumens (no change)	<b>80 lumens (+100%)</b>	<b>80 lumens (+74%)</b>	<b>100 lumens (+72%)</b>	<b>100 lumens (+43%)</b>	37 lumens (no change)
Added Light Mode		✓	✓	✓		
Smaller Light Body		✓	✓	✓		
Electronic Switch		✓	✓	✓	Already included	
Easy-Open battery door		✓	✓	✓	Already included	
Wider Strap		✓	✓	✓	Already included	
Strap Design	✓	✓	✓	✓	✓	✓
Packaging Update	✓	✓	✓	✓	✓	✓
Retail Flow-In Target	<b>March 2013</b>	<b>April 2013</b>	<b>April 2013</b>	<b>April 2013</b>	<b>April 2013</b>	<b>April 2013</b>

Energizer Core, Industrial & Trailfinder sub-brands are included in these improvements



# Energizer® Pro 3 LED Headlight



	CURRENT	NEW
Light Output	30 lumens	30 lumens
Run Time	28 hours	28 hours
Beam Distance	23 meters	23 meters
Strap		Refreshed design
Packaging		Refreshed

Retail Flow-In: March 2013



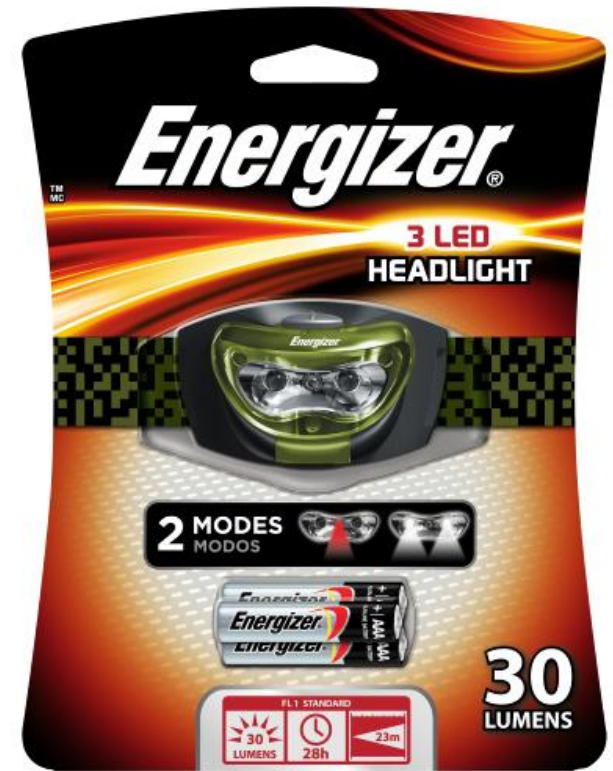
# Energizer® Pro 3 LED Headlight

## Features & Benefits

- Two light modes for a variety of tasks
  - White spot light
  - Red for night vision
- Pivots to direct light where you need it
- Slide switch for ease of control
- Comfortable, adjustable head strap with contemporary design
- Includes 3AAA *Energizer*® MAX® batteries

## Pricing Information

Type Name:	HD33A1EN
List Price:	\$9.60
SRP:	\$18.99
Margin:	49.4% (\$9.39)



Light Output	Run Time	Beam Distance
30 Lumens	28 hours	23 meters

**Energizer**





# Energizer® Pro 3 LED Headlight

**TYPE NAME** HD33A1EN

**OTC MATERIAL NUMBER** E0546713

## UNIT OF SALE INFORMATION

**Shelf Tag Description**  
(30 character max): 3 LED Headlight

**Country of Origin:** China

**UPC:** 0 39800 05467 8

**Dimensions (INCHES):** 7.500H x 2.220L x 5.750W

**Cubic Feet:** 0.055

**Weight:** 0.240 lbs

## STANDARD CARTON INFORMATION

**Case UPC:** 300 39800 05467 9

**Dimensions (INCHES):** 6.130H x 9.000L x 8.250W

**Cubic Feet:** 0.263

**Weight:** 1.900 lbs

**Units per Carton:** 6

## PALLET INFORMATION

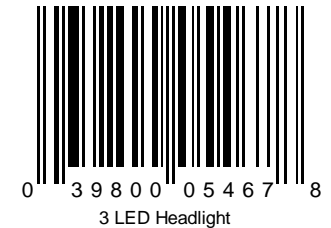
**Dimensions (INCHES):** 41.78H x 48.00L x 40.00W

**Weight:** 278.000 lbs

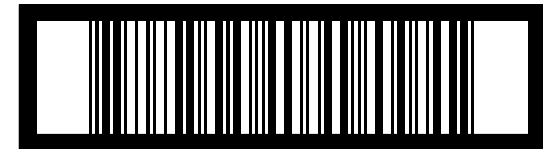
**Cubic Feet:** 46.422

**Ti x Hi:** 20 x 6

**Cartons per Pallet:** 120



**Unit UPC**



**Case UPC**





# Energizer® Pro 4 LED Headlight



	CURRENT	NEW
Light Output	40 lumens	<b>80 lumens</b>
Run Time	19 hours	8.5 hours
Beam Distance	18 meters	<b>25 meters</b>
Water Resistance	IPX4	IPX4
Strap		<b>Wider for comfort; Refreshed design</b>
Features		<b>Easier to operate electronic switch Easy-open battery compartment Additional mode: Low (white)</b>
Packaging		<b>Refreshed</b>

Retail Flow-In: April 2013



# Energizer® Pro 4 LED Headlight

## Features & Benefits

- Three light modes for a variety of tasks
  - White (High & Low)
  - Red for night vision
- Pivots to direct light where you need it
- Easy to operate electronic switch
- Easy-open battery compartment for convenience
- Water and Impact resistant to stand up to harsh conditions
- Stylish and comfortable, adjustable head strap
- Includes 3AAA Energizer® MAX® batteries



## Pricing Information

Type Name: HD4L33AE  
 List Price: \$10.65  
 SRP: \$20.99  
 Margin: 49.3% (\$10.34)

Light Output	Run Time	Beam Distance	Water Resistant	Impact Resistant
80 Lumens	8.5 hours	18 meters	IPX4	1 meter



# Energizer® Pro 4 LED Headlight

**TYPE NAME** HD4L33AE

**OTC MATERIAL NUMBER** E0648106

## UNIT OF SALE INFORMATION

**Shelf Tag Description**  
(30 character max): 4LED 3AAA HEADLIGHT W/BATTS

**Country of Origin:** China

**UPC:** 0 39800 06481 3

**Dimensions (INCHES):** 7.500H x 1.650L x 5.750W

**Cubic Feet:** 0.041

**Weight:** 0.240 lbs

## STANDARD CARTON INFORMATION

**Case UPC:** 300 39800 06481 4

**Dimensions (INCHES):** 6.100H x 9.100L x 6.250W

**Cubic Feet:** 0.201

**Weight:** 1.900 lbs

**Units per Carton:** 6

## PALLET INFORMATION

**Dimensions (INCHES):** 41.60H x 48.00L x 40.00W

**Weight:** 392.000 lbs

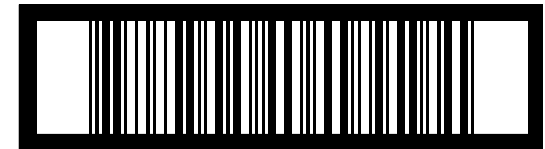
**Cubic Feet:** 46.222

**Ti x Hi:** 30 x 6

**Cartons per Pallet:** 180



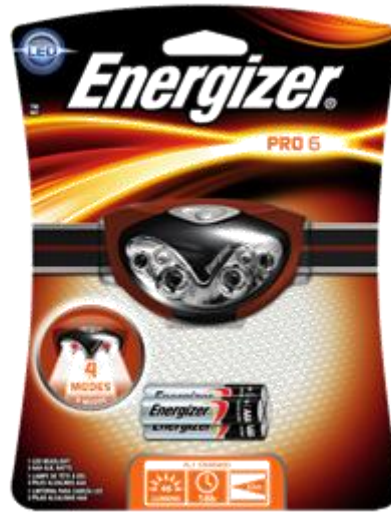
**Unit UPC**



**Case UPC**



# Energizer® Pro 6 LED Headlight



	CURRENT	NEW
Light Output	46 lumens	<b>80 lumens</b>
Run Time	18 hours	8.5 hours
Beam Distance	33 meters	18 meters
Water Resistance	-	<b>IPX4</b>
Strap		<b>Wider for comfort, Refreshed design</b>
Features		<b>Easier to operate electronic switch Easy-open battery compartment Added Strobe Feature</b>
Packaging		<b>Refreshed</b>

Retail Flow-In: April 2013





# Energizer® Pro 6 LED Headlight

## Features & Benefits

- Four light modes plus strobe feature for a variety of tasks
  - White spot light, area light & flood light
  - Red for night vision
- Pivots to direct light where you need it
- Easy to operate electronic switch
- Easy-open battery compartment for convenience
- Water resistant to stand up to harsh conditions
- Stylish and comfortable, adjustable head strap
- Includes 3AAA *Energizer*® MAX® batteries



## Pricing Information

Type Name: HDL33A2E  
 List Price: \$12.30  
 SRP: \$23.99  
 Margin: 47.5% (\$11.39)



Light Output	Run Time	Beam Distance	Water Resistant	Impact Resistant
80 Lumens	8.5 hours	18 meters	IPX4	1 meter





# Energizer® Pro 6 LED Headlight

<b>TYPE NAME</b>	<b>HDL33A2E</b>
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<b>OTC MATERIAL NUMBER</b>	<b>E0931708</b>
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## UNIT OF SALE INFORMATION

Shelf Tag Description (30 character max):	6LED 3AAA HEADLIGHT W/BATTS
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Country of Origin:	China
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UPC:	0 39800 09317 2
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Dimensions (INCHES):	7.750H x 1.650L x 5.750W
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Cubic Feet:	0.043
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Weight:	0.240 lbs
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## STANDARD CARTON INFORMATION

Case UPC:	300 39800 09317 3
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Dimensions (INCHES):	6.100H x 9.250L x 6.250W
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Cubic Feet:	0.204
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Weight:	1.900 lbs
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Units per Carton:	6
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## PALLET INFORMATION

Dimensions (INCHES):	41.60H x 48.00L x 40.00W
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Weight:	392.000 lbs
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Cubic Feet:	46.222
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Ti x Hi:	30 x 6
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Cartons per Pallet:	180
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**Unit UPC**



**Case UPC**



# Energizer® Pro 6 LED Headlight



	CURRENT	NEW
Light Output	46 lumens	<b>80 lumens</b>
Run Time	18 hours	8.5 hours
Beam Distance	33 meters	18 meters
Water Resistance	-	<b>IPX4</b>
Features		<b>Easier to operate electronic switch Easy-open battery compartment Added Strobe Feature</b>
Packaging		<b>Refreshed</b>

Retail Flow-In: April 2013



# Energizer® Industrial® Pro 6 LED Headlight

## Features & Benefits

- Four light modes plus strobe feature for a variety of tasks
  - White spot light, area light & flood light
  - Red for night vision
- Pivots to direct light where you need it
- Easy to operate electronic switch
- Easy-open battery compartment for convenience
- Water resistant to stand up to harsh conditions
- Adjustable head strap holds tight to hard hats
- Included pencil holder clips to strap for
- Includes 3AAA *Energizer*® MAX® batteries



## Pricing Information

Type Name: HDL33AINE  
 List Price: \$12.30  
 SRP: \$23.99  
 Margin: 47.5% (\$11.39)



Light Output	Run Time	Beam Distance	Water Resistant	Impact Resistant
80 Lumens	8.5 hours	18 meters	IPX4	1 meter

**Energizer**



# Energizer® Pro 6 LED Headlight

TYPE NAME	HDL33AINE
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OTC MATERIAL NUMBER	E0222108
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## UNIT OF SALE INFORMATION

Shelf Tag Description (30 character max):	6LED INDUS HEADLT W/BATTS
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Country of Origin:	China
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UPC:	0 39800 02221 9
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Dimensions (INCHES):	9.500H x 1.890L x 5.750W
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Cubic Feet:	0.060
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Weight:	0.290 lbs
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## STANDARD CARTON INFORMATION

Case UPC:	300 39800 02221 0
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Dimensions (INCHES):	6.100H x 9.880L x 8.900W
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Cubic Feet:	0.310
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Weight:	2.420 lbs
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Units per Carton:	6
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## PALLET INFORMATION

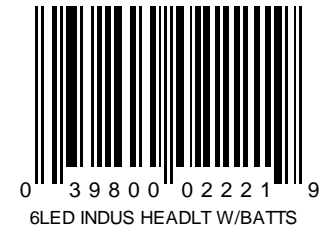
Dimensions (INCHES):	41.60H x 48.00L x 40.00W
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Weight:	325.900 lbs
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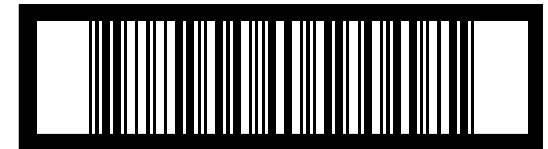
Cubic Feet:	46.222
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Ti x Hi:	19 x 6
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Cartons per Pallet:	114
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Unit UPC

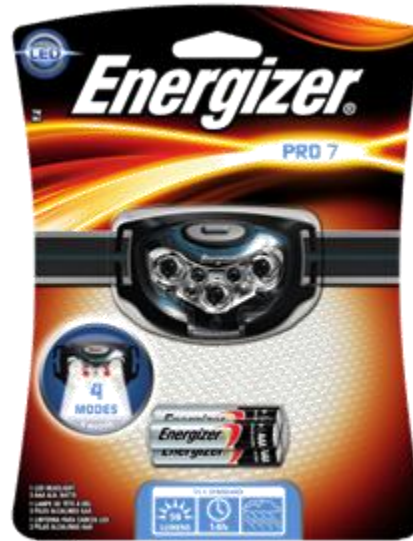


Case UPC





# Energizer® Pro 7 LED Headlight



	CURRENT	NEW
Light Output	58 lumens	<b>100 lumens</b>
Run Time	14 hours	5.5 hours
Beam Distance	30 meters	25 meters
Water Resistance	IPX4	IPX4
Strap		<b>Wider for comfort, Refreshed design</b>
Features		<b>Easier to operate electronic switch Easy-open battery compartment Added Strobe Feature</b>
Packaging		<b>Refreshed</b>

Retail Flow-In: April 2013





# Energizer® Pro 7 LED Headlight

## Features & Benefits

- Four light modes plus strobe feature for a variety of tasks
  - White spot light, area light & flood light
  - Red for night vision
- Pivots to direct light where you need it
- Easy to operate electronic switch
- Water resistant to stand up to harsh conditions
- Stylish adjustable head strap is now wider for more comfort
- Easy-open battery compartment for convenience
- Includes 3AAA Energizer® MAX® batteries



## Pricing Information

Type Name: HD7L33AE  
 List Price: \$13.00  
 SRP: \$25.99  
 Margin: 50.0% (\$12.99)



Light Output	Run Time	Beam Distance	Water Resistant	Impact Resistant
100 Lumens	5.5 hours	25 meters	IPX4	1 meter



# Energizer® Pro 7 LED Headlight

TYPE NAME	HD7L33AE
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OTC MATERIAL NUMBER	E0648806
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## UNIT OF SALE INFORMATION

Shelf Tag Description (30 character max):	7 LED 3AAA HEADLIGHT W/BATT
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Country of Origin:	China
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UPC:	0 39800 06488 2
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Dimensions (INCHES):	7.500H x 1.650L x 5.750W
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Cubic Feet:	0.041
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Weight:	0.240 lbs
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## STANDARD CARTON INFORMATION

Case UPC:	300 39800 06488 3
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Dimensions (INCHES):	6.120H x 9.100L x 6.250W
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Cubic Feet:	0.201
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Weight:	1.900 lbs
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Units per Carton:	6
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## PALLET INFORMATION

Dimensions (INCHES):	41.80H x 48.00L x 40.00W
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Weight:	392.000 lbs
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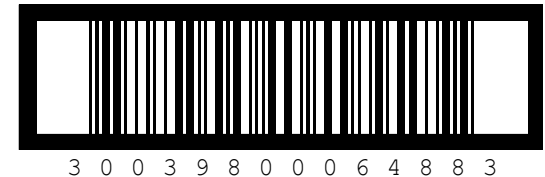
Cubic Feet:	46.444
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Ti x Hi:	30 x 6
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Cartons per Pallet:	180
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Unit UPC



Case UPC



# Energizer® Brilliant Beam Headlight



	CURRENT	NEW
Light Output	70 lumens	<b>100 lumens</b>
Run Time	6 hours	5.5 hours
Beam Distance	77 meters	70 meters
Water Resistance	IPX4	IPX4
Strap		<b>Refreshed design</b>
Packaging		<b>Refreshed</b>

Retail Flow-In: April 2013



# Energizer® Brilliant Beam LED Headlight

## Features & Benefits

- Five light modes for a variety of tasks
  - White spot light (High & Low)
  - White flood light
  - Red for night vision
- Two easy to operate electronic switches control light
- Easy-open battery compartment for convenience
- Water resistant and drop tested to stand up to harsh conditions
- Stylish and comfortable, adjustable head strap
- Includes 3AAA Energizer® MAX® batteries



## Pricing Information

Type Name: HD5L33AE  
 List Price: \$16.28  
 SRP: \$32.49  
 Margin: 49.9% (\$16.21)



Light Output	Run Time	Beam Distance	Water Resistant	Impact Resistant
100 lumens	5.5 hours	70 meters	IPX4	2 meters





# Energizer® Brilliant Beam LED Headlight

TYPE NAME	HD5L33AE
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OTC MATERIAL NUMBER	E0378709
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## UNIT OF SALE INFORMATION

Shelf Tag Description (30 character max):	5LED 3AAA HEADLIGHT W/BATTS
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Country of Origin:	China
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UPC:	0 39800 03787 9
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Dimensions (INCHES):	7.500H x 1.890L x 5.750W
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Cubic Feet:	0.047
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Weight:	0.330 lbs
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## STANDARD CARTON INFORMATION

Case UPC:	300 39800 03787 0
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Dimensions (INCHES):	6.120H x 11.60L x 7.600W
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Cubic Feet:	0.312
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Weight:	2.430 lbs
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Units per Carton:	6
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## PALLET INFORMATION

Dimensions (INCHES):	41.75H x 48.00L x 40.00W
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Weight:	341.600 lbs
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Cubic Feet:	46.389
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Ti x Hi:	20 x 6
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Cartons per Pallet:	120
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Unit UPC



Case UPC



# Energizer® Micro Sport Headlight



	CURRENT	NEW
Light Output	37 lumens	37 lumens
Run Time	3.5 hours	3.5 hours
Beam Distance	8 meters	8 meters
Strap		Refreshed design
Packaging		Refreshed

Retail Flow-In: April 2013



# Energizer® Micro Sport LED Headlight

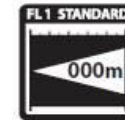
## Features & Benefits

- Slim and lightweight
- Bright white spot light - high & low modes
- Rear-facing red safety flasher
- Adjustable & removable head strap
- Batteries included
  - Three *Energizer*® MAX® batteries
  - One *Energizer*® CR2032 lithium coin cell



## Pricing Information

Type Name: HD3LMS32E  
 List Price: \$12.70  
 SRP: \$24.99  
 Margin: 49.2% (\$12.29)



Light Output	Run Time	Beam Distance	Water Resistant
37 Lumens	3.5 hours	8 meters	IPX4



# Energizer® Micro Sport LED Headlight

<b>TYPE NAME</b>	<b>HD3LMS32E</b>
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<b>OTC MATERIAL NUMBER</b>	<b>E1178802</b>
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## UNIT OF SALE INFORMATION

Shelf Tag Description (30 character max):	ENER LED MICRO SPORT HDLT
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Country of Origin:	China
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UPC:	0 39800 11346 7
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Dimensions (INCHES):	7.500H x 1.850L x 5.750W
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Cubic Feet:	0.046
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Weight:	0.220 lbs
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## STANDARD CARTON INFORMATION

Case UPC:	000 39800 11788 5
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Dimensions (INCHES):	6.000H x 8.700L x 8.000W
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Cubic Feet:	0.242
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Weight:	1.760 lbs
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Units per Carton:	6
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## PALLET INFORMATION

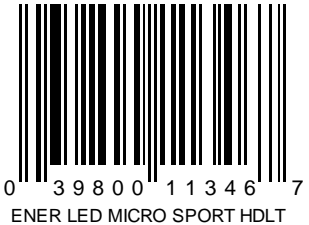
Dimensions (INCHES):	41.00H x 48.00L x 40.00W
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Weight:	261.200 lbs
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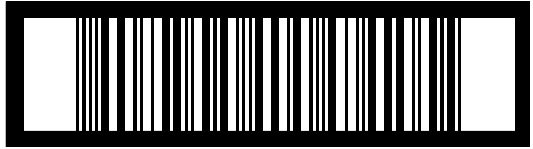
Cubic Feet:	45.556
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Ti x Hi:	20 x 6
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Cartons per Pallet:	120
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**Unit UPC**



**Case UPC**

