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PRODUCT OFFERING

## Mastercell Heavy Duty Batteries

- Affordable quality and value from a trusted source
- Heavy Duty batteries provide competitive performance at a better than average price.
- Heavy Duty Batteries have a Best Before date coded, and come in a complete range of cell sizes.
- Consumers are still both **“Value and Premium”** battery buyers, while a high percentage of consumers **do not buy “Premium Brands”** at all.
- Competitive to all other Heavy Duty Batteries
- Provide profitable growth in the value tier of the Battery category.



Item No.	Description	UPC 035355-	Case Pack	Inner Pack	Case Wt.	Case Cube	Case Dimensions					Price	Sugg. Retail	GM%
							L	x	W	x	H			
41-0800	6V Heavy Duty Battery - Bulk	40800-3	24	12	13.50	0.25	10.80	x	8.20	x	4.80			
41-1504	4AAA Heavy Duty Batteries	41504-9	240	10	0.90	0.06	5.20	x	4.80	x	4.10			
41-1505	2AAA Heavy Duty Batteries	41505-6	100	10	0.55	0.04	5.30	x	3.10	x	3.90			
41-1510	1-9V Heavy Duty Battery	41510-0	240	10	2.05	0.05	5.38	x	4.13	x	4.00			
41-1515	4AA Heavy Duty Batteries	41515-5	240	10	1.60	0.05	5.40	x	3.70	x	4.40			
41-1518	18D Heavy Duty Batteries	41518-6	10	-	37.75	0.71	24.30	x	8.30	x	6.10			
41-1524	24AAA Heavy Duty Batteries	41524-7	40	-	20.70	0.32	10.80	x	10.60	x	4.80			
41-1525	2C Heavy Duty Batteries	41525-4	160	10	2.20	0.09	5.90	x	6.00	x	4.50			
41-1530	2D Heavy Duty Batteries	41530-8	80	10	4.30	0.12	7.20	x	6.50	x	4.30			
41-1536	36AA Heavy Duty Batteries	41536-0	16	-	21.40	0.36	20.70	x	6.20	x	4.90			
41-1540	12AA Heavy Duty Batteries	41540-7	70	10	4.50	0.13	9.40	x	3.70	x	6.60			
41-1545	6C Heavy Duty Batteries	41545-2	60	10	6.05	0.22	11.30	x	8.90	x	3.80			
41-1550	6D Heavy Duty Batteries	41550-6	30	10	12.80	0.31	16.00	x	10.60	x	3.20			
41-1575	250PC H.D.Battery Display	N/A	1	-	56.00	3.62	14.40	x	16.70	x	26.00			