



# Which energizer batteries last longer

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Long-lasting and reliable power Energizer® offers a full range of long-lasting ...

Energizer MAX® AA Batteries. Up to 50% longer lasting than EVEREADY GOLD in ...

Q: How long will my Energizer(R) batteries last in their packaging?

To most of us, the only difference between these popular battery makers is their price. In this Buzzle article, we have pitted the two against each other, and discuss the vital factors that take this battle beyond the price parameter.

Though both battery manufacturers have a bunny as their marketing mascot, Duracell introduced their bunny in 1973, whereas Energizer introduced theirs in 1989.

Duracell batteries were first to hit the market, while the Energizer batteries came in much later. Duracell, the 'Trusted Everywhere' brand, was created in 1964, as a result of the partnership between scientist Samuel Ruben and businessman Philip Rogers Mallory. Energizer Holdings, on the other hand, can trace its origins to the Eveready Battery Company in 1896. It was only in 1980 that the company got its current name, and the Energizer battery range was launched. After having a brief overview of the origins of both companies, let's try to take a closer look at these batteries.

Before we take a close look at the batteries individually, let us have a generic comparison.

Duracell recently introduced the Quantum range of products that use a unique compression process and formulation of ingredients, which increases the alkaline power. This means more power is packed into it than a similar-sized battery (available in AA and AAA sizes) from a different brand. Apart from this, their Duralock Power Preserve Technology uses pure ingredients along with triple corrosion protection which ensures that power lasts in the battery for 10 years. This technology is used in Ultra (AA/AAA), CopperTop (AA/AAA/C/D/9V), Rechargeables (AA/AAA), Hearing Aid, and Coin Button cells. Furthermore, there is the Ion Core technology that allows rechargeable batteries to stay charged for longer than their predecessor.

In case of Energizer, the MAX product line batteries are able to hold power up to 10 years, thanks to their Power Seal Technology. Their rechargeable battery range also is developed to provide more power. The Recharge Power Plus range is known to deliver longer lasting power in every charge, whereas the Recharge range of batteries can be charged hundreds of times.

Both manufacturers have NiMH (Nickel-metal hydride) rechargeable batteries. However, the mAh (milliampere-hours) rating of these batteries differs. Generally, higher mAh rating means that the battery can

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power a device for longer period of time, if the consumption remains constant. However, batteries with higher mAh rating are heavier and larger in size. In case of AA batteries, the Energizer batteries are rated at 2,200 mAh, while the Duracell batteries are rated at 2,000 mAh. However, tests conducted on both batteries show that Duracell batteries last long.

Several tests were conducted on these batteries while they were used in clocks. The results showed that Energizer AA batteries lasted almost three times longer than Duracell batteries. However, when used in flashlights, Energizer batteries lasted up to 3 hours or so whereas the Duracell batteries lasted up to 6 hours! That's almost double its competitor's duration.

On the conclusion of several tests and studies, experts are of the opinion that Duracell outperforms Energizer. However, if the battery usage is restricted to clocks, Energizer batteries remain unbeaten.

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