

EVEREADY®



Nancy Bailey & Associates, Inc.

BUILDING BRANDS THROUGH LICENSING

Always Trusted, Always Ready.....

EVEREADY®

BRAND POWER

- Global brand in batteries and lighting in 165 countries
- 100+ year heritage
- 96% brand awareness
- A strong position, particularly in Asia, Australia, New Zealand, South Africa and Latin America
- Exceptional breadth and depth of retail distribution



BRAND EQUITY

- Trustworthy
- Timeless
- Practical



EVEREADY PROVIDES PRACTICAL, AFFORDABLE AND RELEVANT SOLUTIONS THAT FAMILIES CAN RELY ON:

- Trusted by millions of families for more than 100 years
- Rich heritage of quality and value
- Provides families with peace of mind
- Powers devices at a value price

AMONG CATEGORIES AVAILABLE FOR LICENSING

Apparel • Home Health & Safety • First Aid Kits



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