

PHILIPS

Automotive

Accessories



More power to your customers

Philips automotive accessories 2016



Table of contents

Batteries	3
Premium Alkaline	6
Ultra Alkaline	6
Power Alkaline	7
LongLife	8
Lithium Ultra	8
Rechargeable	9
Minicells	10
Battery Displays	11
Charger	9
Car charger	9
LED Flashlights	12
Range overview	13
Home LED	13
Outdoor LED	13
Product overview	14



Batteries



Philips began selling zinc carbon batteries back in 1966. Fast forward to now, and the Philips battery family covers all applications for current devices that are used daily by consumers.

Brand new and uniform clear packaging with one family look

Clear perception of value difference

Improving shelf performance by simplifying the shopper experience



A uniform clear packaging with **one family look!**



Batteries

	Premium Alkaline	Ultra Alkaline		Power Alkaline		
	Blister	Blister		Blister		
AAA Type	 60975165	 55036365	 55049385	 54982465	 60564322*	 55328940
AA Type	 60976865	 55038765	 55053085	 54990965	 60512422*	 55325840
C Type		 55040021		 54998521		
D Type		 55043121		 55001121		
9V Type		 55713334		 55004234		
4.5V Type						

*Special deals only

Specialty	Electronics (e.g. car keys)							
	Lithium minicells							
Type	 CR1220 x1 81298860	 CR1616 x1 85827660	 CR1620 x1 82934460	 CR1632 x1 66024660	 CR2016 x1 80269960	 CR2025 x1 80272960	 CR2025 x2 65276073	 CR2032 x1 82989460

Longlife		Lithium Ultra	Rechargeable		
Blister	Foil	Blister	Blister		
					
54943565	54961965	35943021	63449021		
					
54946665	54964065	35955321	95952021	95950632	
					
54949721	54967150				
					
54952721	54970150				
					
54955834	54973261				
					
54960221					

Electronics (e.g. car keys)						Camera	
Lithium minicells		Alkaline minicells				Lithium	
							
CR2430 x1 82935160	CR2450 x1 64668460	8LR932 x1 55753760	A76 x1 80252160	A76 x2 65298273	LR1 x1 62473660	625A x1 85627260	CR123A x1 55821344

Batteries

Premium Alkaline

Premium Alkaline, the best Philips Alkaline ever! Philips Premium Alkaline has extreme long-lasting power. Ideal for those devices with very high drain such as photo flashes, digital cameras, toys and gaming devices. The Premium Alkaline range is available in 2 battery sizes.



60975165



60976865

- Extreme long lasting power
- Up to 96% more power in photo cameras vs. Philips Power Alkaline (AA)
- Up to 35% more power in photo cameras vs. Philips Power Alkaline (AAA)
- The perfect battery for your very high drain devices
- Available in AA and AAA

Ultra Alkaline

Ultra Alkaline, extra long-lasting batteries, are suitable for all mid to high drain devices such as keyboard, MP3 players, and more. The Ultra Alkaline range is available in 5 battery sizes.



55049385



55036365



55053085



55038765



55040021



55043121



55713334

- Delivers up to 36% more power than ordinary alkaline batteries
- Perfect for power-hungry devices
- Available in AA, AAA, C, D and 9V

Power Alkaline

Power Alkaline are long-lasting batteries that are formulated to provide dependable power and long life for the devices commonly used in everyday life – remotes, radios, flashlights, mice, keyboards and more. The Power Alkaline range is available in 5 battery sizes.

- Extra long-lasting batteries
- Dependable power and long life for everyday devices
- Available in AA, AAA, C, D and 9V



54982465



60564322



54990965



60512422



54998521



55001121



55004234



55328940



55325840

*Special deals only



Batteries

LongLife

LongLife Zinc Chloride batteries are intended for low-drain products like clocks, radios, calculators and simple remote controls. Their zinc-chloride technology means long-life reliability. The LongLife range is available in 6 battery sizes.

- For low-drain products such as clocks, radios, calculators and simple remote controls
- Available in AA, AAA, C, D, 9V and 4.5V



54943565



54946665



54949721



54952721



54955834



54960221



54961965



54964065



54967150



54970150



54973261

Lithium Ultra

Lithium Ultra provides top performance for high drain devices. Thanks to our lithium battery technology, we've created one of the world's longest lasting battery for high-tech devices, giving freedom and enjoyment with hours of uninterrupted use. The Lithium Ultra range is available in 2 battery sizes.

- AA & AAA last up to 7x longer than regular alkaline batteries
- Lightest batteries of this type on the market
- Maintains high performance in extremely high or low temperatures
- Available in AA and AAA



35943021



35955321

Rechargeable

Since the invention of rechargeable batteries in 1969, Philips is one of the early pioneers in this environmentally responsible technology. As a leading brand for DECT cordless phones, Philips offers rechargeable batteries that are ideal for DECT phones. The Philips range of rechargeable NiMH batteries is available in 2 battery sizes.

- Environmentally responsible products that can be used again and again
- High capacity
- Ready-to-use batteries, pre-charged for instant use
- Available in AA and AAA



63449021

95950632

95952021

Charger

Car charger

Charge 2 cell phones in full speed at the same time or charge a tablet in full speed to gain back max power in short time in car.



61448985



Superior Charging Design

- Smart protection against overheat, overvoltage and overcurrent
- 3.1A full speed: charge 1 cell phone and 1 tablet at same time

Top Performance

- 2 USB ports for multiple charging at the same time
- Indicator light shows when charging
- Charge from a car's 12V outlet

Charging multiple devices

- Compatible with tablets, smartphones, and most USB devices
- Works with iPad, iPhone, Nokia, Samsung, LG, HTC and more

Specialty batteries

Batteries for electronics

Specialty batteries include lithium and alkaline batteries. All come in safe, easy-to-open packaging that protects their reliable long-lasting performance. Clear packaging communication in line with the rest of the battery range makes it easy for shoppers to find the right product.

Lithium minicells



Alkaline minicells



Lithium camera battery



Battery displays



Carton counter display

Order Entry	GOC	EAN1	Dimensions	Weight	Composition
SXD6001F/10	56177266	8 712 581 561 772	28.5 x 15.7 x 29.5	2.5 kg	24 x LR6/AA Power Alkaline 20 x LR03/AAA Power Alkaline™



Metal counter display 5 hooks (1 x 5)

Order Entry	GOC	EAN1	Dimensions	Weight	Composition
SBMXD005/00	78865666	8 710 895 788 656	13.6 x 25.0 x 80.0	2.0 kg	Empty



Metal counter display minicells

Order Entry	GOC	EAN1	Dimensions	Weight	Composition
56113BATTECD	38967866	8 727 900 389 678	20.5 x 50.5 x 28.0	1.6 kg	Empty



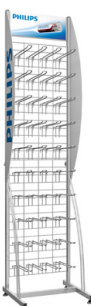
Metal counter display 12 hooks (4 x 3)

Order Entry	GOC	EAN1	Dimensions	Weight	Composition
SBMXD012/00	55750866	8 712 581 557 508	39.4 x 28.0 x 61.0	5.5 kg	Empty



Metal floor display 30 hooks (3 x 10)

Order Entry	GOC	EAN1	Dimensions	Weight	Composition
SBMXD030/00	62112466	8 712 581 621 124	30.6 x 40.0 x 181.0	22 kg	Empty



Metal floor display 40 hooks (4 x 10)

Order Entry	GOC	EAN1	Dimensions	Weight	Composition
SXD1040F/10	91176466	8 710 895 911 764	w x 40.0 x 181.0	21 kg	Empty

LED flashlights



Our range of LED flashlights promises to brighten the lives of consumers anywhere and everywhere!

We make it easy for the shopper to narrow down the selection and quickly understand from the package what the major benefits and performance indicators are, so that a swift product comparison can be made. Philips is a world leading lighting innovator and we provide the latest advanced LED technology in flashlights. The ultimate benefit is category growth through up-selling possibilities.





Home	Outdoor		
Everyday LED	Rubber LED	Metal LED	Metal Pro LED



GOC	71212931	70164231	66012331	59968345
Order Entry	SFL3175/10	SFL5200/10	SFL4100/10	SFL7000/10
Light source	0.3W LED	0.3W LED	1W LED	1W LED
Beam length	60 m	60 m	60 m	250 m / 125 m
Light output	22 lumens	25 lumens	50 lumens	110 lumens
Run time	20 hours	46 hours	10 hours	20 hours
Shock resistant	✓	✓	✓	✓
Water resistant	✓	✓	✓	✓
Batteries included			✓	



Product overview

Type	Pack	GOC	Order Entry	EAN1	EAN3	MOQ	Page
Premium Alkaline							
AA	B4	60976865	LR6M4B/10	4895185609768		36	6
AAA	B4	60975165	LR03M4B/10	4895185609751		36	6
Ultra Alkaline							
AA	B4	55038765	LR6E4B/10	8712581550387	8712581550394	36	6
AAA	B4	55036365	LR03E4B/10	8712581550363	8712581550370	36	6
AA	B2	55053085	LR6E2B/10	8712581550530		36	6
AAA	B2	55049385	LR03E2B/10	8712581550493		36	6
C	B2	55040021	LR14E2B/10	8712581550400	8712581550417	24	6
D	B2	55043121	LR20E2B/10	8712581550431	8712581550448	24	6
9V	B1	55713334	6LR61E1B/10	8712581557133	8712581557140	24	6
Power Alkaline							
AA	B4	54990965	LR6P4B/10	8712581549909	8712581549916	36	7
AA	B4+2	60564322	LR03P6BP/10	8712581605643		36	7
AA	B12	55325840	LR6P12W/10	8712581553258	8712581553265	20	7
AAA	B4	54982465	LR03P4B/10	8712581549824	8712581549831	36	7
AAA	B4+2	60512422	LR6P6BP/10	8712581605124		36	7
AAA	B12	55328940	LR03P12W/10	8712581553289	8712581553296	20	7
C	B2	54998521	LR14P2B/10	8712581549985	8712581549992	24	7
D	B2	55001121	LR20P2B/10	8712581550011	8712581550028	24	7
9V	B1	55004234	6LR61P1B/10	8712581550042	8712581550059	24	7
LongLife							
AA	B4	54946665	R6L4B/10	8712581549466	8712581549473	36	8
AAA	B4	54943565	R03L4B/10	8712581549435	8712581549442	36	8
C	B2	54949721	R14L2B/10	8712581549497	8712581549503	24	8
D	B2	54952721	R20L2B/10	8712581549527	8712581549534	24	8
9V	B1	54955834	6F22L1B/10	8712581549558	8712581549565	24	8
4.5V	B1	54960221	3R12L1B/10	8712581549602	8712581549589	48	8
AA	F4	54964065	R6L4F/10	8712581549640	8712581549664	36	8
AAA	F4	54961965	R03L4F/10	8712581549619	8712581549626	36	8
C	F2	54967150	R14L2F/10	8712581549671	8712581549695	48	8
D	F2	54970150	R20L2F/10	8712581549701	8712581549725	48	8
9V	F1	54973261	6F22L1F/10	8712581549732	8712581549749	120	8
Lithium Ultra							
AA	B4	35955321	FR6LB4A/10	8712581359553	8712581359577	12	8
AAA	B4	35943021	FR03LB4A/10	8712581359430	8712581359454	12	8
Rechargeable							
AA	B4	95952021	R6B4B260/10	8710895959520	8710895959537	12	9
AA	B2	95950632	R6B2A260/10	8710895959506	8710895959513	12	9
AAA	B4	63449021	R03B4A95/10	8712581634490		12	9

Type	Pack	GOC	Order Entry	EAN1	EAN3	MOQ	Page
Lithium minicells							
CR1220	B1	81298860	CR1220/00B	8711500812988	8711500813008	100	10
CR1616	B1	85827660	CR1616/00B	8711500858276	8711500858306	100	10
CR1620	B1	82934460	CR1620/00B	8711500829344	8711500829610	100	10
CR1632	B1	66024660	CR1632/00B	8712581660246		100	10
CR2016	B1	80269960	CR2016/01B	8711500802699	8711500827449	100	10
CR2025	B1	80272960	CR2025/01B	8711500802729	8711500827418	100	10
CR2025	B2	65276073	CR2025P2/01B	8712581652760		100	10
CR2032	B1	82989460	CR2032/01B	8711500829894	8711500812650	100	10
CR2430	B1	82935160	CR2430/00B	8711500829351	8711500829580	100	10
CR2450	B1	64668460	CR2450/10B	8712581646684		100	10
CR123A	B1	55821344	CR123A/01B	8711500558213	8711500827487	50	10
Alkaline minicells							
8LR932	B1	55753760	8LR932/01B	8711500557537	8711500827562	100	10
A76	B1	80252160	A76/01B	8711500802521	8711500827357	100	10
A76	B2	65298273	A76P2/01B	8712581652982		100	10
LR1P1B	B1	62473660	LR1P1B/10	8712581624736		100	10
625A	B1	85627260	625A/00B	8711500856272	8711500856302	100	10
Product		GOC	Order Entry	EAN1	EAN3	MOQ	Page
Counter displays							
Carton display + 24*LR6 + 20*LR03		56177266	SXD6001F/10	8712581561772		1	11
Metal display 5 hooks (1x5)		78865666	SBMXD005/00	8710895788656		1	11
Metal display minicells + application guide		38967866	56113BATTECD	8727900389678	8727900389685	1	11
Metal display 12 hooks (4x3)		55750866	SBMXD012/00	8712581557508		1	11
Floor displays							
Metal display 30 hooks (10x3)		62112466	SBMXD030/00	8712581621124		1	11
Metal display 40 hooks (10x4)		91176466	SXD1040F/10	8710895911764		1	11
Charger							
Car Charger		61448985	DLP2357/10	4895185614489		36	9
LED Flashlights							
Everyday LED		71212931	SFL3175/10	8712581712129		6	13
Rubber LED		70164231	SFL5200/10	8712581701642		6	13
Metal LED		66012331	SFL4100/10	8712581660123		6	13
Metal Pro LED		59968345	SFL7000/10	8712581599683	8712581599690	3	13

