

## PRODUCT NOTIFICATION FOR MAXELL CR2032 5 PACK BLISTER

To Whom It May Concern

It has been brought to our attention that an issue has been raised by the French Authorities in relation to the packaging of lithium coin 5 strip batteries packaged with the Maxell logo not being compliant with the new packaging regulations that came into force in 2021. The notification relates to items where the packaging of the allegedly Maxell products is red and black on the front and made of white cardboard.

We can confirm that the products referred to in the notification have not been produced or supplied by Maxell Europe Limited since 2016. Since 2016 Maxell Europe Limited has only supplied CR2032 5 Pack blister products with holographic style packaging – please see the image below with the genuine Maxell product and packaging. In addition, since April 2021 the Maxell holographic style of packaging was amended to include an additional protective layer of film to respond to the change in regulations and increase the products child safety.

Therefore we believe that the products packaged in red and black packaging and made of white cardboard that have been identified as being non-compliant with new packaging regulations by the French Authorities are likely to be counterfeit. We have not been able as yet to determine the source of those counterfeits. The French notification also confirms that new blister packs are not impacted by the compliance notification.

Therefore, if you have purchased Maxell products with the holographic style of packaging since April 2021 either from Maxell Europe Limited directly or from one of our approved distributors then the product you have purchased is not impacted by this recall and is safe to use.

If you have purchased the red and black blister packed item, this is not a product manufactured or supplied by Maxell Europe Limited and we cannot confirm the reliability or safety of either this product or its packaging and we will not be responsible for accidents, defects or damages that occur as a result of their purchase or use. These products should be returned to the supplier that you purchased them from.

We are taking steps to check our supply lines and liaising with marketplaces selling the counterfeit items in order to identify parties selling or distributing counterfeit products bearing our company logo. We ask that you purchase our batteries either direct from us or from one of our approved suppliers to avoid the risk of purchasing counterfeit items.

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**maxell**  
Within, the Future

Image of a genuine Maxell product (compliant with packaging legislation):



Signed on behalf of Maxell Europe Ltd.

T. Takaki

Corporate Office Director

Dated 22 November 2023



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