

FOR IMMEDIATE RELEASE

## Maxell Europe Ltd Debuts New Packaging for Lithium CR Coin Cells: A Unified Look with Enhanced Safety and Reliability

### Cohesive Design Across the Lineup Reflects Maxell's Commitment to Quality and Consumer Trust

[Datchet, Berkshire] – [18<sup>th</sup> February 2025] – Maxell Europe Ltd, a European leader in battery solutions, is excited to announce a fresh new look for its lithium CR coin cells. While the batteries themselves retain the same trusted technology and long-lasting performance, the updated packaging sets a new benchmark for safety, design, and a unified product identity.



Maxell's new CR coin 5 piece blister design - 20mm series

The redesigned packaging emphasizes robust **child-proof packaging** that meets the highest international safety standards. Designed to prevent accidental ingestion by children, this enhanced feature ensures peace of mind for families while maintaining easy accessibility for adults. The secure, tamper-resistant packaging also helps safeguard against misuse, reflecting Maxell's commitment to consumer safety.

In addition to enhanced safety features, Maxell has introduced **anti-counterfeit measures** in the new packaging. These include unique design elements and **child safety** seals, making it easier for customers to verify the authenticity of their purchase. As part of our commitment to corporate social responsibility, Maxell actively works to eliminate counterfeit products from the market, helping to protect consumers from potential safety risks while ensuring they receive the trusted quality of genuine Maxell products.

The refreshed packaging design also unifies Maxell's entire **battery lineup**, creating a strong family look across all batteries and sizes. This cohesive approach not only enhances brand recognition but also makes it simpler for customers to identify the right battery for their devices. Whether powering remote controls, keyless entry systems, medical devices, or watches, Maxell's batteries now present a sleek, consistent appearance that reflects the company's legacy of excellence.

“Maxell’s new packaging reinforces our values of safety, quality, and reliability while delivering a visually cohesive design that strengthens our brand identity,” said Alicia Sacha, Brand Manager, Maxell Europe Ltd. “We’ve taken great care to enhance consumer trust by incorporating advanced safety and anti-counterfeit features into the updated CR coin range design.”

With a **10-year shelf life** and a proven reputation for performance and reliability, Maxell lithium CR coin cells remain a top choice for customers across Europe. Now, with their updated packaging and strong family look, these batteries represent not only long-lasting power but also thoughtful, consumer-focused design.

## About Maxell

Founded in 1960, Maxell is a globally recognised brand known for its innovative energy solutions, including primary and secondary batteries, storage media, and electronic devices. Headquartered in Japan, Maxell has earned a reputation for quality, reliability, and cutting-edge technology, serving customers in over 100 countries globally. Committed to its mission of “Supporting Smart Life, Peace of Mind, and Cheer Around People,” Maxell continuously invests in research and development to drive innovation in its core areas of expertise.

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