

**December 2025**

**FOR IMMEDIATE RELEASE**

**Counterfeit CR Batteries Continue to Flood Online Marketplaces, Posing Serious Safety Risks**

Despite ongoing industry warnings, counterfeit CR-series lithium coin batteries, particularly CR2032 cells, are still being sold across major online marketplaces and other third-party platforms. Maxell, a leading global battery manufacturer, has issued a renewed alert following the discovery of counterfeit products that closely mimic the company's branding but fail to meet essential safety and performance standards.

Maxell recently identified multiple counterfeit CR2032 batteries circulating through unauthorised sellers. After comprehensive testing at the company's headquarters in Japan, engineers confirmed that the counterfeit items present significant risks to both consumers and their devices.

**Test Results Reveal Dangerous Performance Failures**

Maxell's internal testing revealed that these counterfeit batteries deliver as little as half the capacity of genuine Maxell products. While authentic CR2032 cells provide a rated capacity of 220mAh, the counterfeit units tested at only 140mAh and 124mAh.

Such reduced capacity leads not only to shortened lifespan, but also to unstable voltage output, posing risks for devices that rely on precision power delivery.

**Key Risks Associated with Counterfeit Coin Batteries**

- **Shortened Battery Life:** Counterfeit CR batteries often provide only half the performance of genuine Maxell cells.
- **Device Malfunctions:** Reduced capacity and unstable discharge characteristics can cause errors, resets, or complete device failure, especially in sensitive electronics such as medical devices, key fobs, scales and wearables.
- **Safety Hazards:** Counterfeit batteries are far more prone to leakage, overheating or even explosion, presenting potential risks of injury or property damage.
- **Unsafe Packaging:** Many counterfeit items arrive in substandard or unauthorised packaging, including blister packs not compliant to child safety regulations. Poor packaging increases the risk of product degradation and chemical leakage.



## **Maxell Urges Consumers to Buy Only from Authorised Sources**

Maxell stresses that it cannot guarantee the performance, safety or authenticity of any batteries purchased from unauthorised sellers or those supplied in non-standard packaging. Customers are strongly encouraged to purchase CR-series batteries only through authorised Maxell distributors and official retail partners.

Consumers who are uncertain about a product's authenticity are urged to contact Maxell directly for verification.

## **Ongoing Anti-Counterfeiting Efforts**

Maxell reiterates that it reserves the right to pursue legal action against individuals or entities involved in the production or sale of counterfeit batteries. The company also encourages the public and industry partners to report suspicious listings or products.

## **A Continued Problem Across Online Marketplaces**

Although platforms attempt to control counterfeit goods, illicit CR batteries continue to appear in significant numbers, often sold at unusually low prices or shipped from unverified overseas sellers. Maxell warns consumers to remain vigilant and to avoid deals that appear "too good to be true."

## **Newly updated packaging for Maxell CR series coin cells**

In order to aid easy identification, Maxell Europe Ltd has also introduced newly updated packaging for its CR-series coin batteries, further reinforcing the company's focus on safety, quality, and customer confidence. The refreshed design creates a unified look across Maxell's entire battery lineup, giving all sizes and types a cohesive family appearance that strengthens brand recognition and makes it easier for consumers to select the correct battery for their devices.

For example, the CR coin 20mm 5-piece blister pack features a modern, streamlined presentation that reflects Maxell's legacy of excellence while incorporating enhanced safety and anti-counterfeit features. "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."



Maxell Europe Limited,  
Botanica Ditton Park,  
Riding Court Road,  
Datchet,  
Slough,  
Berkshire, SL3 9LL  
United Kingdom

Tel: +44 (0) 1628 412012  
Fax: +44 (0) 1628 412020  
Web: www.maxell.eu

**maxell**  
Within, the Future



Maxell CR20XX series

**For further information, authenticity checks, or to report suspicious products, consumers may contact Maxell’s customer support team.**

<https://www.maxell.eu/contact-b2c/>

*Maxell remains committed to consumer safety and will continue working to eliminate counterfeit batteries from the market.*

### **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.

For media inquiries, please contact: Contacts Sales & Marketing Div., Maxell Europe Ltd.

Inquiry form: <https://www.maxell.eu/contact-b2c/>

Or visit <https://Maxell.eu>



Registered Office: Botanica Ditton Park,  
Riding Court Road, Berkshire, SL3 9LL,  
United Kingdom  
Registered in England No.14858997