

Tosoh Hellas Awarded as Duracell's First Supplier of the Year in Europe

(Aarschot, 03 April 2025). The Duracell Company has announced the Suppliers of the Year for 2024. Among a total of almost 3,700 suppliers, and seven nominations in the category Direct Material, Tosoh Hellas from Greece won the Award as recognition of the consistent efforts to provide products and customer service of high quality, and its commitment to building strong, long-term customer relationships.

For many years, Tosoh has been a supplier of EMD Direct Material for Electrolytic manganese dioxide (EMD), which is a critical component of the cathode material for the production of Duracell long-lasting alkaline batteries in its European production operation in Aarschot/Belgium.

The Award ceremony (see picture compilation on the next page) was hosted by the Duracell Procurement, Product Supply and the Aarschot plant management, handing over the trophy to Tosoh representatives from the plant in Greece and the Japanese leadership team. Duracell is looking forward to leveraging the award and further the partnership with Tosoh.

The other winners were Sichuan ChangHong (Finished Products - China) and Shandex Sales Group (Services - Canada).

"In the inaugural year of our supplier Award programme, we were impressed by a total of 23 nominations from colleagues who have regular direct or indirect interactions with our suppliers", says Jenny Harris, Duracell's Vice President Global Procurement. "This is an intentional effort and strategy to attract, reward and maintain suppliers that deliver exceptional results for Duracell."



ABOUT THE AWARD

The Duracell Supplier of the Year Award comprises of four criteria i.e., cost competitiveness, operational innovation, environmental and social sustainability, and the provision of high-quality goods and services. All Duracell colleagues are invited to submit nominations based on these criteria and in three distinct categories of suppliers: Direct Materials, Indirect Materials, and Good/Service. The final decision was taken by the Duracell senior leadership team.

ABOUT DURACELL

Duracell is a leading consumer battery company and a leading manufacturer of high-performance alkaline batteries. The company employs in total over 3,300 people, one third of them in Europe. It operates the European operations hub out of Belgium, i.e., the Aarschot production plant for alkaline batteries and the adjacent distribution and logistics centre in Heist-op-den-Berg, which packages the batteries for markets in Europe and Africa. Both plants have received the 'Factory of the Future' Award which recognises the most advanced and forward-thinking manufacturing companies in Belgium.

Since the 1940s, the company has become an iconic personal power brand, trusted for compact and longer-lasting batteries. The company is committed to offer highest quality and long-term value to consumers and trade partners. Through 'Powering a Greener Future', a tangible ESG strategy for Europe & Africa, Duracell is driving various initiatives for a positive impact on communities and the environment.

For more information please [visit Duracell's website](#).

DURACELL®

Supplier of the year award

Tosoh has proven to exemplify business conduct of the highest level of business ethics and integrity in all types of transactions and interactions.

