



# Energizer

# EVEREADY



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## **Beanstalk to Power up Europe with *Energizer* and *Eveready***

*Leading international brand licensing agency Beanstalk to extend the Energizer and Eveready Brand Licensing Programmes to Europe*

**London, 11 October 2012** – Leading international brand licensing agency and consultancy, Beanstalk has been appointed by the major consumer goods company *Energizer Holdings Inc.*, to represent their leading power brands *Energizer* and *Eveready* in Europe. With a long-standing history of over 100 years in innovations, the *Energizer* and *Eveready* brands retail in over 160 countries around the globe.

Beanstalk, who has represented *Energizer* and *Eveready* in North America since 2009, is tasked with growing the reach of the strategic licensing programmes for both brands across Europe, through licensed products which complement and demonstrate their status as leaders in ‘power’ and ‘charging.’

Ciarán Coyle, Beanstalk’s Managing Director, International said, “Beanstalk is thrilled to represent the *Energizer* and *Eveready* brands in Europe. With a heritage rich in innovation, brand extension is a natural growth area for these progressive and insightful brands. Today’s consumer is plugged in at all times and demand power and charging solutions adapted to their busy lifestyles. Brand licensing as a business model offers significant opportunity to explore this and we believe there is a ripe opportunity to grow and add value to consumers’ lifestyles.”

Martin Burch, Director Marketing and Strategic Planning for *Energizer*, comments, “Licensing is increasingly becoming a key growth area for the *Energizer* brand and we are looking forward to taking this to the next level in Europe through our partnership with Beanstalk, whose international capabilities bring regional expertise and strength to this global programme.”

Beanstalk will be exhibiting at the *Brand Licensing Europe 2012* trade show at London Olympia 16<sup>th</sup> – 18<sup>th</sup> October, stand no. E060.

### **About Energizer Holdings, Inc.**

*Energizer Holdings, Inc.* (NYSE: ENR), headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries, portable flashlights and lanterns. *Energizer* is a global leader in the dynamic business of providing power solutions with a full portfolio of products including *Energizer*<sup>(R)</sup> brand battery products *Energizer*<sup>(R)</sup> MAX<sup>(R)</sup> premium alkaline; *Energizer*<sup>(R)</sup> Ultimate Lithium; *Energizer*<sup>(R)</sup> Advanced Lithium; Rechargeable batteries and charging systems; and portable flashlights, lanterns, and most recently comprehensive household lighting collections.

*Energizer* continues to fulfill its role as a technology innovator by redefining portable power solutions to meet people's active lifestyle needs for today and tomorrow with *Energizer*<sup>(R)</sup> Energi To Go<sup>(R)</sup> chargers for rechargeable portable devices; charging systems for wireless video game controllers; and specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, toys and watches. *Energizer* is redefining where energy, technology and freedom meet to bring to market consumer-focused products that power the essential devices that help people stay connected and on the go at work and at play. Visit [www.energizer.eu](http://www.energizer.eu)

**About Beanstalk**

Beanstalk, a global brand licensing agency and consultancy, extends brands through the strategic and creative development of licensed products. The company works with corporate brands, celebrities, entertainment properties, and other high-profile clients to leverage licensing as a strategic tool to enhance brand awareness, increase consumer touch-points, and generate revenue. Beanstalk also offers a breadth of additional licensing services including direct-to-retail program management, license acquisition for manufacturers and TransAct™ licensing program administration. The company is headquartered in New York, with offices in London, Los Angeles, Miami, and Hong Kong, and affiliates throughout the world.

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