

**DURACELL** + **PROFESSIONAL**

Emergency Preparedness  
Business Kit

# READY



# IS YOUR BUSINESS PREPARED?

## EMERGENCY PLAN

Hazardous weather events caused more than 3,000 injuries and fatalities and more than \$38 billion in property and crop damages in the U.S. in 2012. Emergencies are inevitable, so take action today to protect your business and your coworkers. Follow these five critical steps from the American Red Cross to build an emergency preparedness plan:

1

### Commit to preparedness

This step indicates your commitment to increasing your business' or organization's level of emergency preparedness during the course of the calendar year. You will be working to make your business or organization more prepared and to enhance overall community preparedness.

2

### Conduct a Hazard Vulnerability Assessment

This step involves gathering information about possible emergencies that could impact your business and your facility's capabilities to respond to and recover from a disaster or other emergency.

3

### Develop an emergency response plan

A tool to help create a customized Emergency Response Plan for your organization is available by joining the free Ready Rating program.

4

### Implement your emergency response plan

This step involves training your employees about their roles in responding to an emergency and then practicing those actions with drills and exercises. The key to implementing the plan is to make preparedness a part of the corporate culture.

5

### Help your community get prepared

Now that your company and employees are prepared, make at least one additional commitment to help your community be better prepared for a disaster or other emergency.

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#1 TRUSTED BATTERY BRAND BY:

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MEDICAL PROFESSIONALS  
HEALTHCARE PROFESSIONALS  
PHYSICIANS  
NURSES  
FIRST RESPONDERS  
EDUCATORS  
FIREFIGHTERS  
ELECTRICIANS  
CONTRACTORS  
POLICE OFFICERS

# IS YOUR BUSINESS PREPARED?

## EMERGENCY CHECKLIST

To prepare your business for emergency, have these supplies and action items taken care of before disaster strikes.

- Distribute Emergency Plan to appropriate employees.
- Save Emergency Plan on USB Flash Drive and accessible website for printing on demand.
- Encourage your employees and their family members to download and use the American Red Cross Preparedness Smartphone Apps.

### Important Records

- Insurance Policies
- Fixed Asset Inventory
- Employee Information
- USB flash drive (containing Disaster Recovery Kit information)

### Operating Systems

- Installation Disks/  
Software Licensing Keys
- Office Supplies
- Software Installation disks
- Hardware serial numbers

### Personal Emergency Items

- Petty Cash
- Water
- Map of the area
- Three-day supply of non-perishable food
- Flashlight
- Whistle to signal for help
- Medications
- Emergency Contact information

### Office Emergency Items

- Battery powered/crank radio
- Extra Batteries
- First Aid Kit
- Can Opener for Food
- Blankets
- Dust/Filter Masks
- Moist Towelettes
- Plastic Garbage bags
- Paper Towels
- Duct Tape
- Pocket Knife
- Wrench or pliers to turn off utilities
- Screwdriver
- Emergency Contact Information

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# IS YOUR BUSINESS PREPARED?

## KEEP POWERED UP FOR AN EMERGENCY

Here is a list of devices that could be crucial to your business in the event of an emergency. Whether they are devices to keep your business running smoothly, or tools to help you recover quickly after an emergency, you should always have extra batteries on hand to keep these essential devices powered, so you never skip a beat.

- Flashlight: AA, AAA, C, D
- Weather Radio: AA, AAA, C, D  
*(NOAA radio if possible)*
- 2-Way Radios: AA, AAA  
*for communication*
- Battery-Powered Generator  
*to charge small devices*
- Battery Powered Tools: AA, AAA, C, D, 9V  
*for minor repairs*
- Lanterns: 9V
- Digital Cameras AA, 123  
*to document damage*
- Security Cameras: AA, AAA
- Air Monitors: D, C, 9V
- Smoke Detectors: 9V
- Calculator: AA, AAA
- Clocks: AA, D, C
- Pencil Sharpener: AA, AAA  
*& Other battery-powered office supplies*
- Security Safe: AA, AAA
- Blood Pressure Kit: AA, AAA

For more information about these important steps to preparing your organization for hazardous weather and other disasters, including access to the Ready Rating Self-Assessment that you can use to measure your organization's current level of preparedness join the free Ready Rating Program at [readyrating.org](http://readyrating.org)

The Ready Rating name is used with permission from the American Red Cross, which in no way constitutes an endorsement, express or implied, of any product, service, company, opinion or political position. For more information about the American Red Cross, please visit [redcross.org](http://redcross.org).

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# WHICH IS THE RIGHT BRAND FOR YOU?

Whether you're powering the devices you use most or those that are most critical to your job, Duracell® has a battery engineered to suit your needs.

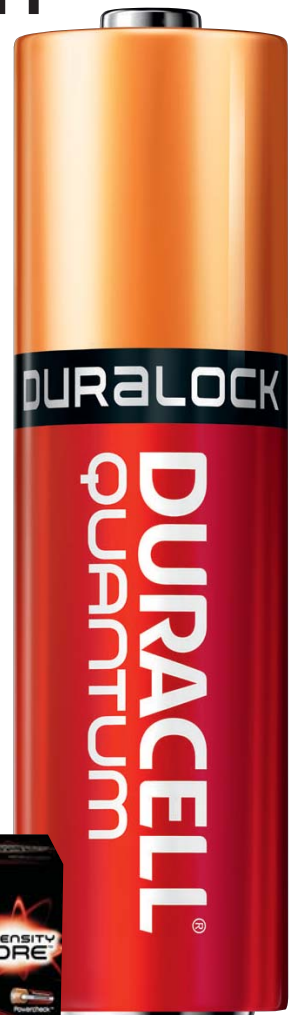
## COPPERTOP

- + Economically packaged in bulk for professional applications
- + Delivers increased longevity in use
- + Duralock Power Preserve™ Technology
- + 10-year guarantee in storage



## QUANTUM

- + #1 Most advanced alkaline battery\*
- + No alkaline lasts longer
- + Improved Powercheck™ to check power level instantly
- + Duralock Power Preserve™ Technology
- + 10-year guarantee in storage
- + Economically packaged in bulk for professional applications
- + Hi-Density Core with 100% more power boosting technology
- + Unique fuel, exclusive materials



\*based on Hi-Density Core™ and Powercheck™

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