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Announcing a battery built better than the Copper Top

from top to bottom.

GOLD TIPPED TO RESIST CORROSION. **DOUBLE SEALED TO RESIST LEAKAGE.**

If you're wondering how Kodak Supralife™ alkaline batteries can be built better than Duracell's batteries, we'll be happy to tell you. First, the most critical contact point is tipped with gold, to resist corrosion better than the nickel-plated steel of Duracell's battery. Second, Supralife batteries are double sealed on the bottom, to resist leakage. Duracell's batteries aren't. Of course, this kind of protection would be pointless if the Supralife battery weren't a powerful, long-life battery in the middle. Which it is. Now you may be wondering if Supralife batteries cost more* because they're built better. We can answer that, too. The answer is "no."

Why go for the copper when you can go for the gold?

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