

### Applications

#### Rose Knows: Batteries for Handheld Equipment

Are you working on a handheld product application? A few basic questions can help determine the right battery solution for your project. Minimum operating voltage, maximum current, size requirements, cost constraints and ship method all play a part in determining which cell chemistry solution is best for you. The cell options today are greater than they have ever been, with cell manufacturers honing in on specific chemistries for specific markets and current requirements. Rose Electronics is the best technical resource to narrow the options and to find the optimum power option for your product. Contact [Rose Electronics](#) today for a free consultation.



#### [BUILD A BATTERY](#)

Need to go from cells to a custom lithium ion battery pack? See which battery configuration option is the best suited for your application! Go to the [Rose Electronics website](#) and check out our [battery builder](#) to create your custom pack today!

### Products

#### Panasonic announces new Industrial Alkaline Product



Panasonic's OEM Battery Group is proud to announce the introduction of their new Industrial Alkaline Product. Cells are available in standard 9V, AAA, AA, C and D sizes. Features of the new product include a new bright, colorful design, easy to read expiration date codes and polarity markings, EU compliant symbol, and English and French text. Product is availability in both bulk and connector boxes with inner packaging, [Contact Rose](#) for further information on the latest Panasonic Alkaline offerings!

#### Did you know?

Rose will again display in Anaheim at the Medical Device Manufacturing/Electronics West Show on February 8-10, 2011! Come visit us at Booth # 533. [Click here](#) for free registration!



### Rose Knows Batteries—Technology Notes

#### Proposed New Rules for Lithium Transportation will Cause Serious Impact to Industry

The Department of Transportation has proposed new regulations for air shipments of lithium batteries that would designate small lithium batteries and cells as Class 9 materials to be handled as potentially hazardous. Only "extremely small lithium batteries and cells" shipped in limited quantities and packed with or contained in equipment would be exempted. These changes were developed by DOT's Pipeline and Hazardous Materials Safety Administration (PHMSA) in coordination with the FAA. <http://www.phmsa.dot.gov/hazmat/regs/rulemaking/nprm-anprm>. The notice of Proposed Rule Making 75 FR 1302-NPRM: Transportation of Lithium Batteries. The Department of Transportation's Pipeline Hazardous Materials Safety Administration concerning the safe transportation of lithium batteries - Docket No. PHMSA-2009-0095 (HM-224F). Exceptions are only retained for batteries with lithium content at or below 0.3 grams or a rating of 3.7 Wh (watt-hour) or less. Because the impact will be >\$100M, this is expected to go before Congress for review. HR4016 is the related legislation. These changes, if enacted, will have serious repercussions on the ability to transport lithium batteries, and will also result in major cost and delivery implications. [Contact Rose](#) for the latest updates on this subject.



#### About Rose Electronics

Rose is a leading supplier of batteries & power solutions for the GPS, mobile systems, medical, industrial, field service and enterprise storage marketplaces. Rose has earned the trust, respect and loyalty of some of the most demanding OEMs. ISO 9001:2008 certified, we have been solving customer needs since 1963. Call 1-800-632-4789 or visit [www.rosebatteries.com](http://www.rosebatteries.com).

[Contact Rose](#) for the latest transportation regulations for lithium ion batteries.