



Duracell Europe & Africa

21 August 2025

Application for a Deputation: Safer Consumer Batteries for Denmark

To the Members of the Business Committee,

As a leading manufacturer of high-performance batteries and lithium coin cells, we hereby request a deputation before the Danish Parliament's Business Committee to discuss measures to strengthen Lithium coin cell battery safety in Denmark; while ensuring a fair, safe, and competitive market.

We would like to brief the Committee on how Denmark could:

1. **Ensure that all batteries sold in Denmark safeguard children's safety** through a bitterant coating along with child-resistant packaging and warning labels.
2. **Protect Danish (retail) businesses and consumers from unsafe imports** from outside the European Union that lack investment in product and packaging safety, undermining both fair competition and consumer protection.
3. **Align battery safety with packaging producer responsibility (EPR) obligations**, so that environmental and consumer protection goals complement and reinforce each other.

Out of Balance: Safe, Fair and Competitive Market for Lithium Coin Batteries

Denmark is a champion of consumer rights and consumer protection, previously demonstrating leadership within various product categories e.g., smoke detectors and toys. Recent debates about the ongoing dangers of low-quality imports from (Asian) web shops and chemicals in toys show that advanced consumer protection standards in Denmark are more needed than ever.

Lithium Coin cells are increasingly used in everyday products such as remote controls and toys. This widespread use has led to a rise in the risk that small children may encounter and swallow these batteries. Coin cells with a diameter of 20 mm or more can trigger severe and sometimes fatal chemical reactions when ingested. While the actual number of cases is not systematically recorded in Denmark, an estimated 5,000 household accidents worldwide in 2020 involved battery ingestion. Recent tragic incidents in Sweden (October 2024) and Italy (December 2024 and January 2025) underscore the need for action.

Reputable manufacturers, including Duracell, have engaged in child safety innovation, bearing the costs relating to both R&D and manufacturing. They apply child-resistant packaging, warning labels, hazard symbols, and bitterant coatings to enhance safety and to reduce the risks of ingestion.

These measures are not consistently implemented by all actors in the market. Low-cost products, particularly from some producers outside the European Union often fail to comply with advanced safety standards and in certain cases would not even meet the existing legal requirements. In addition to the safety risk for children, reputable manufacturers and the Danish businesses that import their products are being undercut by the non-compliant imports. Stronger requirements would therefore enhance child safety and protect reputable Danish businesses from unfair competition.

Existing Solutions Are Available

Based on our extensive research and expertise in consumer protection, we would during the deputation provide the members with:

- Insights into regulatory gaps affecting Danish consumers and businesses
- Solutions how Denmark could protect children and ensure fair competition for responsible producers.
- Recommendations for Denmark to become a leader in battery safety including:
 - Introducing minimum safety requirements for Lithium Coin cells with a diameter of 20 mm sold in Denmark, featuring bitterant coating on the cell surface and warning labels on cells/batteries; and
 - Supporting public awareness campaigns targeted at parents, paediatricians, and other healthcare professionals.

Such measures could be considered in the context of the implementation of the EU Packaging and Packaging Waste Directive. Aligning battery safety standards with packaging obligations under the Extended Producer Responsibility framework for packaging would protect consumers and help ensure that environmental and safety legislation are mutually reinforcing.

Conclusions

During the deputation, we would demonstrate how Denmark could contribute to a safer battery market, improve product quality for consumers, and ultimately avoid accidents. We look forward to the opportunity to present the issue, outline our proposals, and discuss how Denmark could play a leading role in advancing safer lithium coin cell batteries.

Yours sincerely,



Michael Dickstein

Corporate Affairs Director

M +43 676 3171 856

E Dickstein.M@Duracell.com