



Duracell Batteries places great emphasis on the promotion of employees well-being through the expansion of preventative measures and by reducing the accident rate to zero. Safety topics are regularly on the agenda at company management meetings, as they take a high priority for the company.

Three steps to well-being

At Duracell Batteries the activities relating to health and safety currently concentrate on risks in the production environment such as machine operation, unsafe behaviour, noise, chemical hazards and lifting. Decisions on procedures are taken on the basis of consultation with the employees involved. The manufacturing engineering manager has responsibility for the co-ordination of measures that promote well-being in the company. Furthermore, there is a health and safety team whose members develop programmes, communicate and report continuously on the progress of the activities.

In order to be able to detect risks at an early stage, new equipment and chemicals are only released after thorough consultation regarding their safety.

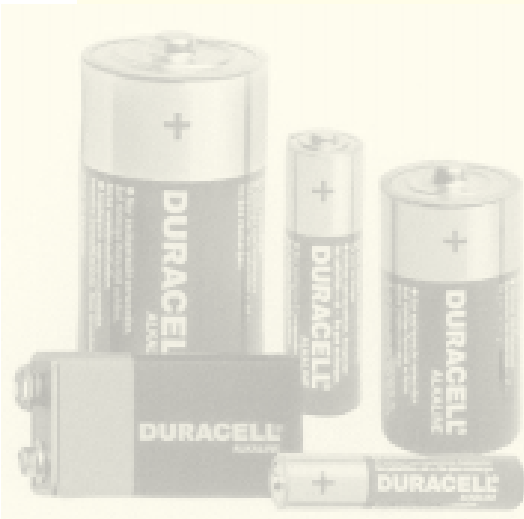
A "3-step plan" ensures the integration of measures that promote well-being into the workflows :

1. Employees can influence well-being promoting activities by submitting suggestions to the staff representatives or the "safety committee"

- 2. Incidents and accidents involving health risks are carefully examined so that conclusions can be drawn on how to optimise accident prevention.
- 3. Individual risk behaviour is analysed with the employees affected in order to develop preventative measures.

Exemplary incentives

Duracell Batteries has implemented a wide variety of measures to promote the well-being of its employees. For example roughly 200 employees have already attended a behaviour-oriented health programme. As an incentive to participate, the employees were able to acquire "health shares" in the company. Employees who successfully completed the stop-smoking and weight-reduction programmes were able to cash in these shares.



Branch:
metalworking industry

No. of employees:
1.100

Products/Services:
produces Alkaline Batteries

Locations:
Aarschot, Belgium

Miscellaneous:
Part of the Gillette Group; six other production plants in the USA, China and India