

PREPARE WITH PROCELL'S PROFESSIONAL BATTERIES

PROCELL®
BY THE DURACELL COMPANY

POWERING
THROUGH
THE STORM

KNOW THE OUTLOOK

2024 marked the most extreme weather year in U.S. history, with record-breaking heat, deadly tornadoes, powerful hurricanes, and widespread wildfires. The average temperature reached 55.5°F, making it the warmest year on record. A total of 1,735 tornadoes struck, including rare events in unusual regions. The May 16 derecho in Houston caused \$1.2 billion in damages.

The Atlantic hurricane season produced 18 named storms, with Hurricane Helene becoming one of the costliest ever. Wildfires burned 8.8 million acres—well above average—with California’s Park Fire ranking as the fourth largest in state history. The year’s total disaster-related economic toll hit \$182.7 billion. 2024 was not just another extreme weather year—it was a stark preview of what’s to come.

THE QUESTION IS ARE YOU READY?
STOCK UP YOUR BATTERY INVENTORY NOW!

PROCELL® INTENSE POWER

Delivers precise pulses of energy while lasting longer in high drain professional devices.⁴

MFR. #	CELL	INNER	CASE
PX1500	AA	24	144
PX2400	AAA	24	144
PX1400	C	12	72
PX1300	D	12	72
PX1604	9V	12	72
PX908	908	1	6



PROCELL® LITHIUM BATTERIES

Designed for small, professional safety, security, and medical devices.

MFR. #	CELL	INNER	CASE
PX2016	2016	5	40
PX2025	2025	5	40
PX2032	2032	5	40
PX123	123	12	216
PXCR2	CR2	12	216
PX223	223	1	6



DURACELL® POWER STATIONS

Duracell Portable Power Stations and Charging Hubs allow you to power your laptops, phones, and other small electronics that make your life easier during a power outage or while away from a wall outlet.

MFR. #	DESCRIPTION
M100	PPS MCA 100W-D55WH
M150	PPS MAA 150W-91.25WH
M250	PPS MBA 250W-219WH
G350	PPS GAA 350W-274WH-120V
G800	PPS GBA 800W-620WH-120V
Power 500	PPS PPS500W-515WH-120V
G-Solar Panel	PPS DSP100



⁴vs. prior PROCELL® AA, AAA, C, D and 9V batteries

2024 WEATHER RECAP



1,735 TORNADOES

The U.S. recorded at least 1,735 tornadoes in 2024, making it the second-highest number on record. (NOAA)



5 HURRICANES

The Atlantic hurricane season was active, with 18 named storms, including five hurricanes that made landfall in the U.S. (NOAA)
Hurricane Helene, which struck Florida in September, was the seventh-most-costly Atlantic hurricane on record. (NCEI)



FLOODING AND EXTREME RAINFALL

In April 2025, a severe storm system affected the central Mississippi Valley, resulting in catastrophic flooding and tornadoes that caused at least 24 deaths. (The Guardian)



61,000 WILDFIRES

Over 61,000 wildfires were reported across the U.S., burning approximately 8.8 million acres, 26% above the 20-year average. (NOAA)



\$182.7 BILLION

The U.S. experienced 27 separate weather and climate disaster events in 2024, each causing over \$1 billion in damages, totaling \$182.7 billion for the year. (NOAA)
This ranks as the second-highest annual disaster count in the 45-year record, behind 2023's 28 events. (NOAA)

FOR MORE INFORMATION, CONTACT YOUR PROCELL® REPRESENTATIVE, OR VISIT PROCELL.COM