

Toy store launches own brand of batteries



Toys R Us has partnered with battery manufacturer GP to launch its own brand of batteries. The range of batteries is ultra alkaline and comes in sizes AA, AAA, C and D. "We did extensive research and are pleased to be offering our customers our own brand of quality batteries at an affordable cost given that most children's toys nowadays are battery operated. All parents know that batteries are quickly consumed and cost a fortune and it is for this reason that we have entered the battery market," said Toys R Us South Africa director, Issy Zimmerman. These batteries will be sold in all Toys R Us stores countrywide, and are suitable for household and business use.

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