

# Panasonic

POWER YOUR DAY











# PANASONIC BATTERIES YOUR POWER PARTNER

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# A Better Life, A Better World

Panasonic is committed to creating a better life and a better world, continuously contributing to the evolution of society and to the happiness of people around the globe.







# Panasonic Worldwide Group

#### Worldwide leading enterprise

Panasonic Corporation is one of the largest electronic product manufacturers in the world. It manufactures and markets a wide range of products under the Panasonic brand to enhance and enrich lifestyles all around the globe.

Company name: Panasonic Corporation

**Head Office Location:** Osaka – Japan **President:** Kazuhiro Tsuga

Foundation: March, 1918 (incorporated in December, 1935)

Net sales<sup>(1)</sup>: 7,553.7 billion yen

Number of employees<sup>(1)</sup>: 249,520

Number of consolidated Companies<sup>(1)</sup>: 475 (including parent company)

#### Panasonic - A powerful Global Brand



Best Global Brand 2016\*

(1) as of March 31, 2016

\* www.interbrand.com



















# Creating New Life with Energy

Batteries are essential to daily life. All around us, in the devices we need to work and play, Panasonic energy is helping us not to live, but to flourish. For more than 90 years, we've been creating products most trusted for performance, safety, and reliability. Our technology is driven by continuous research and development as we find new ways to extend endurance. Passion for quality has led to the supply of over 200 billion dry-cell batteries\* to more than 120 countries, establishing Panasonic as the premier brand for convenience and value. With superior technology and a firm commitment to sustainability, we're leading the world to new life and new possibilities. 'As of March 2016







#### Leading Energy Solutions for the Future

Panasonic's vision for the future centers on the need to develop products that offer greater convenience, a higher level of performance, and improved environmental sustainability. And we're already delivering on that promise. Some recent examples include the supply of next-generation lithium-ion batteries for Tesla Motors' electric vehicles, the development of wireless charging devices for mobile users, and our ever-increasing involvement in solar energy—and how we can use it to help people in remote areas. It's the dawn of a new and exciting era for Panasonic and the global community.









# Innovating on the World Stage

Over the last century, Panasonic energy has become synonymous with performance, safety, and reliability. Driven forward by constant scientific research, we aim to develop products that open doors to

200

since 1931

new life and new possibilities today and in the future.



Higher Quality, Better Performance, and Enhanced Protection

From our first bicycle battery lamp developed in 1923 by company founder Konosuke Matsushita to the latest Ni-MH cells powering next-generation EVs, Panasonic has always been guided by innovation.



Information is accurate as of November 2016.

More than 200 billion dry batteries sold in 120 countries

billion



13

That's about 13 return trips to the moon.

Assuming a 5 cm average length and laid end-to-end, an accumulated total of 200 billion dry batteries ...

... would extend for a distance of

10,000,000 km



120

# Panasonic batteries by numbers



Panasonic batteries are sold in more than 120 countries

# An Advanced Global Approach to Battery Production

Panasonic's holistic approach to manufacturing encompasses four key areas—research and development, production, quality control, and environmental effort—at a number of state-of-the-art facilities around the world. Guiding principles of continual product improvement and the strictest quality control are governed by our desire to deliver premium products to customers with minimal impact on the environment.

#### Research & Development

#### **Developing High-Quality, High-Capacity Batteries**

Continual research and development in all areas, from materials, production processes, and system technology at our dedicated lab facilities has kept Panasonic at the very forefront of battery design. A focus on improving battery safety and endurance has led to high-value products that exceed expectations in every area.





#### Producing Products Without Specified Harmful Substances

Panasonic zinc carbon batteries contain no lead, mercury or cadmium, while our Coin batteries contain zero mercury.





#### Manufacturing

#### **Integral Computer-Controlled Production Lines**

Almost all batteries in the Panasonic family are made on fully automated and computer-controlled production lines for superior consistency of quality and greater efficiency.





#### Contaminant-free Clean Facilities

The vast majority of production takes place in contaminant-free clean rooms that exceed all industry environmental standards. Advanced manufacturing techniques ensure the same highly consistent quality no matter where our products are purchased.





#### **Quality Control**

#### **Pursuing Better Quality Batteries**

More than two million batteries are produced and tested worldwide each year. We lead the industry in product quality with larger-scale testing facilities than our competitors. Furthermore, all batteries are subjected to severe five-category testing covering discharge performance, leakage resistance, shelf life, performance in extreme environments, and product stability over time.



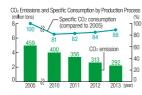


#### **Environmental Efforts**

#### **Eco-friendly Processes and Design**

We limit our impact on the environment in a variety of ways:
• Reducing CO2 during production processes (Kasai Factory)





 Recycling recources (Wuxi Factory)

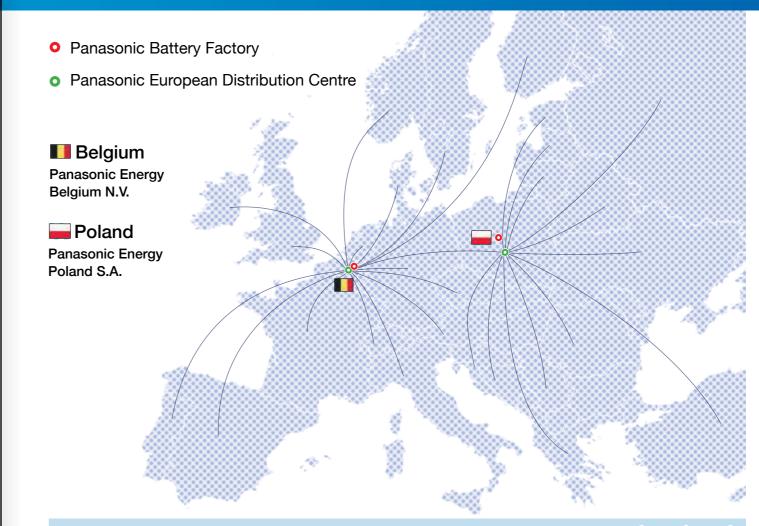


• ISO14001\* and ISO9001\* certification for all factories

\* Except Tanzanian factories



# Panasonic Energy Europe, your Professional Battery Partner



#### A CLOSER LOOK AT OUR FACTORIES









#### **BELGIUM FACTORY**

Located in: Tessenderlo, Belgium
Established in: September 29th 1970
Number of employees: 360 employees

In-house production of batteries, starting from the creation of the battery can, to labeling of finished products, packing, and automatic palletization.

#### POLAND FACTORY

Located in: Gniezno, Poland
Established in: December 15th 1993
Number of employees: 344 employees

In-house production of zinc-carbon batteries (sizes R03, R6, R14 and R20) and LR6 alkaline batteries, packing of eneloop and other batteries.

# Panasonic Energy Europe, your Professional Battery Partner

#### Panasonic Energy Europe: Our Mission

Being a leader in the **consumer battery category**, our **team** is passionate to bring as a **trusted partner**, expertise and superior **solutions** to our **individual customers** to achieve their **specific business needs**.

Our ultimate reward is to put a smile on the consumer's face as they enjoy our top performing products.



#### An Organization 100% Dedicated to Batteries

- BUSINESS: a battery dedicated company
- INTEGRATION: Unified production, logistics and sales support
- LOCAL MANUFACTURING: two European production sites:
  - Local flexibility and short delivery times
  - In line with EU quality and environmental standards
- DISTRIBUTION:
  - European distribution centre in Belgium
  - Hub for Eastern Europe in Poland



# Panasonic Energy Europe, your Professional Battery Partner

Consumer understanding

Expert in category management

Top class supply chain management

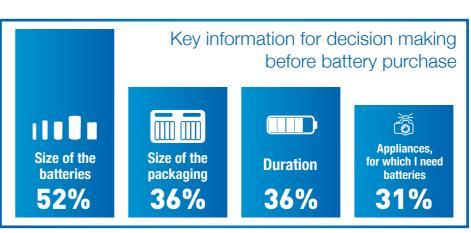
100%
dedicated
Sales & Marketing
organization
covering total
Europe

#### **Shopper Insights**

#### Purchasing behaviour

Research has shown that consumers have specific purchase behavior according to which products they buy. Some purchases are **planned** on beforehand (eg. toilet paper, milk, a car, etc.), some are **impulse** – you buy it because you are triggered in the store – (eg. candy, magazines, etc.) and some fit in the **reminder** category. This last category includes purchases that we know on beforehand we need to do, but we buy because we are triggered again in the store or on the webshop. It reminds you that you need this product. Batteries are found in this last category.





Panasonic Brand Values – users vs. non-users

Reliable

+20%

**Trustworthy** 

+18%

Qualitative

+17%

# DIY store 14% Electric store 13% Online 9% Tobacco store 8% Consumer research shows us that tested brand values score better once people effectively have tried our batteries. Consumers are highly satisfied when they buy Panasonic batteries.

**Panasonic** 

Where do people buy

their alkaline batteries?

Supermarket

Source: PECE consumer/shopper researches 2009-2016

**Powerful** 

+20%



Panasonic EVOLTA and Alkaline cells are a better class of battery. Intensive research and development has yielded three unique technologies: Anti-Leak Protection to prevent damage to appliances, Triple Tough Coating to reduce contact resistance for greater reliability, and Extra Power Formula to maintain power for longer in high-drain devices. Our alkaline family has improved resistance to impact and short-circuit, and delivers high performance with industry-leading safety levels. For endurance and reliability in high-current applications, Panasonic is clearly the best choice.

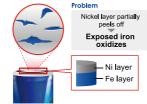
#### No Poor Connections, No More Stress

#### Triple Tough Coating for a Smooth Energy Flow

In conventional batteries, contact resistance on the terminals can build up and cause the nickel layer to peel off and the battery to fail. Triple Tough Coating solves this with an iron/nickel-plated alloy on the positive and negative terminals that improves adhesion and reduces contact resistance. The result? Enhanced energy flow and longer life.



#### Conventional Structure





#### Protect Your Precious Things

#### Unique Gas-Suppression Technology

12

Panasonic Alkaline cells feature advanced Anti-Leak Protection that suppresses gas buildup when a battery is over-discharged or stored for a long period. Less pressure means less chance of structural failure and rupture, and protects your valuable devices from damage.



# QUALITY

# Panasonic Batteries Perform Best in Independent Leak Testing

Independent testing for battery leakage resistance conducted by leading certifications laboratory Intertek has proven Panasonic EVOLTA and Alkaline batteries are the most resistant to leaks in high-temperature, high-humidity conditions when the battery is in an unused state after a long period in storage.

\* Tested by Intertek under specified high-temperature, high-humidity conditions. Panasonic interpreted results according to in-house standards.

#### Quality & Performance Mark for EVOLTA









For more information about Intertek testing, visit the Intertek website

#### Store Batteries Safely for Up to 10 Years (2)

You can depend on Panasonic Alkaline and EVOLTA batteries to retain high power performance even after very long periods in storage. High-quality materials work to prevent degradation while Anti-Leak Protection minimizes the chance of leakage to ensure long-life stability before use.

POWER PROTECTION 1 YEARS (2) IN STORAGE

 $^{\scriptscriptstyle{(2)}}$  Keeps energy for up to 10 years when not used (LR03 - LR6 - LR14 - LR20).

### **EVOLTA**

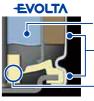
#### **EVOLTA's Technical Evolution**

Structure Evolution

#### **Advanced Structural Design**

EVOLTA features an improved structure to reduce the bulk of the gasket and can. This provides more space for active ingredients for longer-lasting performance. A strong internal structure and tough outer coating has resulted in very high impact resistance with a lower rate of defective conductivity after dropping. Short-circuit protection reduces the chance of malfunction when polarities are accidentally reversed.





Increased inner volumeUltra-thin can with varied thickness

Thin gasket technology

The Secret to Panasonic's N° 1 Performance



The **EVOLTA** concept is a combination of "voltage" (power) and "evolution" - how our technology has grown to become preeminent in the industry. **EVOLTA** is not just the No.1 Panasonic battery; it consistently outperforms our competitors' premium products in commonly accepted performance tests.





















#### Specifications:

BLISTERS	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Bundles/ Pallet
BL	LR03EGE	5410853044840	LR03EGE/2BP	2	12	5	164
A R D		5410853044871	LR03EGE/4BP	4	12	5	164
STANDARD		5410853044826	LR03EGE/6BP 4+2F	6	12	-	410
TAI	LR6EGE	5410853044758	LR6EGE/2BP	2	12	5	114
0)		5410853044789	LR6EGE/4BP	4	12	5	114
	LR14EGE	5410853045137	LR14EGE/2BP	2	12	5	75
	LR20EGE	5410853045120	LR20EGE/2BP	2	12	5	40
	6LR61EGE	5410853045144	6LR61EGE/1BP	1	12	5	84



Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.

WIDEBLISTERS	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Pallet
BLI	LR03EGE	5410853044796	LR03EGE/8BW 4+4F	8	12	360
/IDE		5410853044802	LR03EGE/8BW 6+2F	8	12	360
>	LR6EGE	5410853044734	LR6EGE/6BW 4+2F	6	12	216
		5410853044727	LR6EGE/8BW	8	12	256
		5410853044703	LR6EGE/8BW 4+4F	8	12	256
		5410853044710	LR6EGE/8BW 6+2F	8	12	256



High impact packaging with optimal product visibility & promotional message.





















\* Not all of the above appliances are suitable for all battery sizes. Please check packaging first.

# **Pro** Power

The **PRO POWER** battery offers premium energy for your personal appliances. It is developed to provide reliable and dependable power, any place and any time.

With its very complete product line up, the PRO POWER battery is ideal for high and medium drain appliances.















(1) Keeps energy for up to 10 years when not used



#### Specifications:

BLISTERS	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Bundles/ Pallet
B	LR03PPG	5410853040125	LRO3PPG/2BP	2	12	5	164
2		5410853039006	LR03PPG/4BP	4	12	5	164
STANDARD		5410853040156	LR03PPG/6BP 4+2F	6	12	-	410
Ž	LR6PPG	5410853039891	LR6PPG/2BP	2	12	5	114
STA		5410853038948	LR6PPG/4BP	4	12	5	114
		5410853039921	LR6PPG/6BP 4+2F	6	12	-	304
	LR14PPG	5410853038917	LR14PPG/2BP	2	12	5	75
	LR20PPG	5410853038887	LR20PPG/2BP	2	12	5	40
	6LR61PPG	5410853038979	6LR61PPG/1BP	1	12	5	84
	3LR12PPG	5410853039037	3LR12PPG/1BP	1	12	4	80

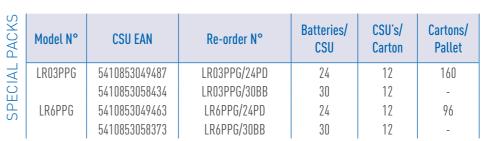


Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.

WIDEBLISTERS	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Pallet
B	LR03PPG	5410853040170	LR03PPG/8BW	8	12	360
DE		5410853040217	LR03PPG/8BW 4+4F	8	12	360
$\geq$		5410853040194	LR03PPG/8BW 6+2F	8	12	360
		5410853048497	LR03PPG/10BW 6+4F	10	12	360
		5410853040231	LR03PPG/12BW	12	12	360
		5410853040255	LR03PPG/12BW 8+4F	12	12	360
	LR6PPG	5410853039945	LR6PPG/8BW	8	12	256
		5410853039983	LR6PPG/8BW 4+4F	8	12	256
		5410853039969	LR6PPG/8BW 6+2F	8	12	256
		5410853048480	LR6PPG/10BW 6+4F	10	12	256
		5410853040002	LR6PPG/12BW	12	12	256
		5410853040026	I R6PPG/12BW 8+4F	17	17	256



High impact packaging with optimal product visibility & promotional message





Multiple use: in shelf, basket, underneath shelf.



#### PRO POWER is most suitable for:



















\* Not all of the above appliances are suitable for all battery sizes. Please check packaging first

16 BATTERY CATALOGUE Panasonic's EVERYDAY POWER battery is an ideal power solution for commonly used devices. It is formulated to provide reliable and dependable power. **EVERYDAY POWER** batteries have an excellent price versus quality ratio.























ISTERS	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Bundles/ Pallet
BLIS	LR03EPS	5410853024750	LR03EPS/2BP	2	12	5	164
S.		5410853048077	LR03EPS/4BP	4	12	5	164
STANDARD	LR6EPS	5410853024705	LR6EPS/2BP	2	12	5	114
		5410853047964	LR6EPS/4BP	4	12	5	114
S	LR14EPS	5410853047827	LR14EPS/2BP	2	12	5	75
	LR20EPS	5410853047810	LR20EPS/2BP	2	12	5	40
	6LR61EPS	5410853047971	6LR61EPS/1BP	1	12	5	84

WIDEBLISTERS	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Pallet
BL	LR03EPS	5410853048015	LR03EPS/8BW	8	12	360
'IDE		5410853050438	LRO3EPS/8BW 4+4F	8	12	360
>		5410853048008	LR03EPS/8BW 6+2F	8	12	360
		5410853049340	LR03EPS/10BW 6+4F	10	12	360
		5410853051770	LR03EPS/12BW	12	12	360
		5410853048039	LR03EPS/16BW	16	6	360
	LR6EPS	5410853047889	LR6EPS/8BW	8	12	256
		5410853047858	LR6EPS/8BW 4+4F	8	12	256
		5410853047872	LR6EPS/8BW 6+2F	8	12	256
		5410853049326	LR6EPS/10BW 6+4F	10	12	256
		5410853051763	LR6EPS/12BW	12	6	256
		5410853047902	LR6EPS/16BW	16	6	256



**ALKALINE RANGE** 

Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.



High impact packaging with optimal product visibility.

### **EVERYDAY POWER is most suitable for:**



















# Alkaline Power

Panasonic's **ALKALINE POWER** battery is a value for money solution for everyday appliances.

It is formulated to provide reliable and dependable power, and has an excellent price versus quality ratio.















(1) Keeps energy for up to 7 years when not used.



#### Specifications:

BLISTERS	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Bundles/ Pallet
	LR03APB	5410853042907	LR03APB/2BP	2	12	5	164
A R D		5410853039334	LR03APB/4BP	4	12	5	164
/U/	LR6APB	5410853042259	LR6APB/2BP	2	12	5	114
STANDARD		5410853039273	LR6APB/4BP	4	12	5	114
0)	LR14APB	5410853039242	LR14APB/2BP	2	12	5	75
	LR20APB	5410853039211	LR20APB/2BP	2	12	5	40
	6LR61APB	5410853039303	6LR61APB/1BP	1	12	5	84



Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.

Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Pallet
LR03APB	5410853042174	LR03APB/10BW	10	12	360
LR6APB	5410853042167	LR6APB/10BW	10	12	256



High impact packaging with optimal product visibility.

PACKS	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Bundles/ Pallet
RINK	LR03APB	5410853041290	LRO3APB/8P	8	6	5	208
	LR6APB	5410853041238	LR6APB/8P	8	6	5	144
S	LR14APB	5410853041320	LR14APB/4P	4	6	5	88
	LR20APB	5410853041351	LR20APB/4P	4	6	5	48



Compact & value for money packaging format.















 $^st$  Not all of the above appliances are suitable for all battery sizes. Please check packaging first

20 BATTERY CATALOGUE

### Zinc carbon Red Zinc

Panasonic's **zinc carbon** batteries provide an economical power source for low drain devices.









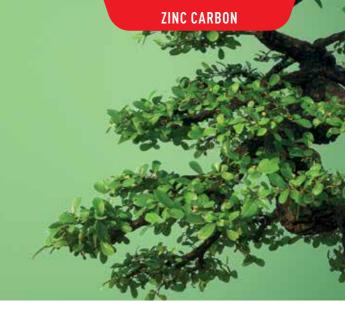






3R12RZ





#### Specifications:

LISTERS	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Bundles/ Pallet
m	R03RZ	5410853032861	R03RZ/4BP	4	12	5	164
그 건 건	R6RZ	5410853032830	R6RZ/4BP	4	12	5	114
SIANDARD	R14RZ	5410853032809	R14RZ/2BP	2	12	5	75
<u> </u>	R20RZ	5410853032779	R20RZ/2BP	2	12	5	42
<i>J</i> ,	6F22RZ	5410853032892	6F22RZ/1BP	1	12	5	84
	3R12RZ	5410853033134	3R12RZ/1BP	1	12	4	80



Ability to remove either 2 or 4 batteries for easy storage. With perforated strip for easy opening.

PACKS	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle	Bundles/ Pallet
Z	R03RZ	5410853034889	RO3RZ/4P	4	12	5	208
HR	R6RZ	5410853034872	R6RZ/4P	4	12	5	114



Compact & value for money packaging format.

Panasonic's zinc carbon batteries provide an economical power source for low drain devices.

#### **PRODUCT BENEFITS**

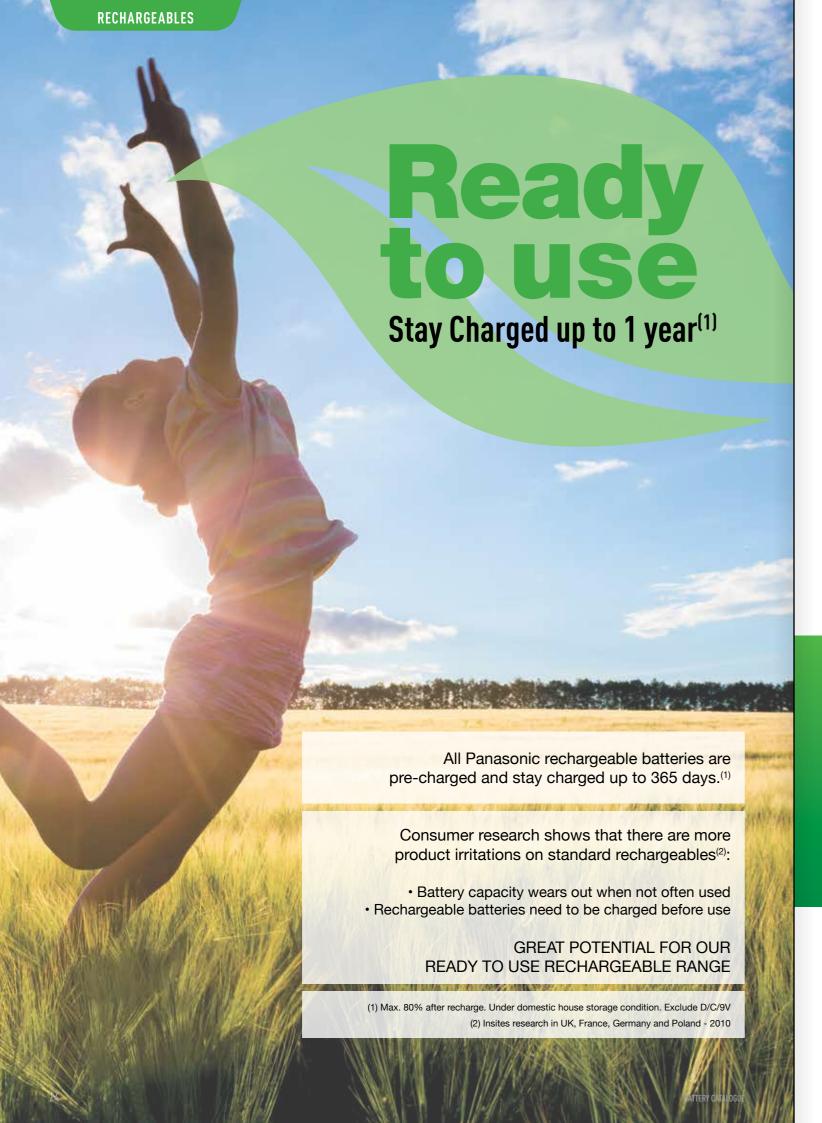
- Simple and reliable technology.
- Excellent price versus quality ratio.
- Economical in terms of cost per hour for low drain appliances.
- Full and comprehensive product line up.
- No mercury and no lead added (1)

#### PACKAGING BENEFITS

- Convenience: easy to store, to open.
- Consumer guidance with clear product information.



(1) Only for RO3RZ, R6RZ, R14RZ & R20RZ.







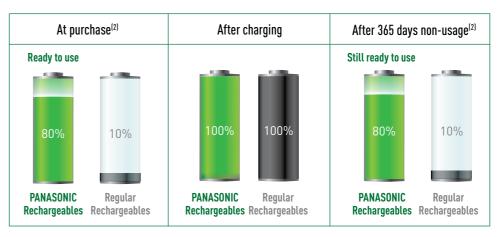


For HEAVY users

For FREQUENT users

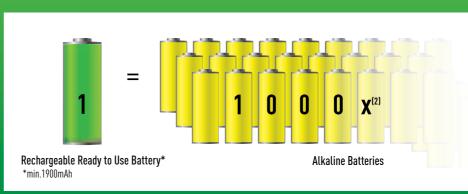
For OCCASIONAL users

#### Panasonic Rechargeable – Full range of ready to use<sup>(1)</sup>





All ranges of Panasonic rechargeable are pre-charged and stay charged up to 365 days







#### EU Directive

Rechargeable batteries put on the market from July 2012 onwards must comply with the capacity marking requirements of the EU Battery Directive 2006/66 (as amended). This means that the capacity has to be measured according to international standards and clearly mentioned on any rechargeable battery sold. All of our Panasonic rechargeable batteries comply with this capacity marking Regulation because we are an honest and fully compliant supplier for your batteries.

[1] Max. 80% after recharge. Under domestic house storage condition. Exclude D/C/9V

(2) Test conditions – internal Panasonic testing IEC









EVOLTA RECHARGEABLE is most suitable for:











#### Offers more power

	Min. capacity mAh	Cycle life	Self discharge after 1 year
AA	2,450 mAh	Up to 500 times	80 %
AAA	900 mAh	Up to 500 times	80 %





#### Specifications:

ISTERS	Model N°		CSU EAN	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle
) BL	HHR-3XXE/2BC	(P-6/2BC2450)	5410853050872	2	12	5
ARL	HHR-3XXE/4BC	(P-6/4BC2450)	5410853050865	4	12	5
N	HHR-4XXE/2BC	(P-03/2BC900)	5410853050896	2	12	5
STA	HHR-4XXE/4BC	(P-03/4BC900)	5410853050889	4	12	5

#### **PRODUCT BENEFITS**

- Ready to use: you can use them immediately after buying them
- Stay charged: after 1 year still up to 80% of the capacity remains without charging
- High capacity: up to 7x longer lasting than Alkaline\*
- Combines 'ready to use' with 'high capacity' at the same time thanks to world Nr. 1 battery manufacturer technology
- Specially designed for consumers with a focus on power.
- Provide an ideal power solution for frequently used high drain applications.



**Panasonic** 26 BATTERY CATALOGUE WWW.PANASONIC-BATTERIES.COM

<sup>\*</sup> Vs Panasonic Alkaline Power in digital camera mode IEC. Depends on device and usage.

# Ready to Use

min. **1900**<sub>mAh</sub> (AA) - **750**<sub>mAh</sub> (AAA)







Most suitable for:











#### Offers more convenience

	Min. capacity mAh	Cycle life	Self discharge after 1 year
AA	1,900 mAh	Up to 1,000 times	80 %
AAA	750 mAh	Up to 1,600 times	80 %





BLISTERS	Model N°		CSU EAN	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle
	HHR-1SRE/2B <sup>(2)</sup>	(P-20/2BC2800)	5410853034520	2	6	5
STANDARD	HHR-2SRE/2B <sup>(2)</sup>	(P-14/2BC2800)	5410853034537	2	12	5
N O N	HHR-3MVE/2BC	(P-6/2BC1900)	5410853045243	2	12	5
STA	HHR-3MVE/4BC	(P-6/4BC1900)	5410853045250	4	12	5
	HHR-3MVE/4B1	(P-6/4BC1900 3+1)	5410853045991	4	12	5
	HHR-4MVE/2BC	(P-03/2BC750)	5410853045267	2	12	5
	HHR-4MVE/4BC	(P-03/4BC750)	5410853045274	4	12	5
	HHR-4MVE/4B1	(P-03/4BC750 3+1)	5410853046004	4	12	5





#### **PRODUCT BENEFITS**

- Ready to use: you can use them immediately after buying them
- Stay charged: after 1 year still up to 80% of the capacity remains without charging
- Combines the convenience of a disposable battery with the performance and costbenefits of a rechargeable battery
- Offers consumers a convenient battery range to meet all their needs
- · Ideal for the frequent rechargeable battery user



(1) Max. 80% after recharge. Under domestic house storage condition.

WWW.PANASONIC-BATTERIES.COM

[2] All Panasonic rechargeable batteries are pre-charged and stay charged up to 365 days. Exclude D / C.

28 BATTERY CATALOGUE

# Ready to Use

min. IOOO<sub>mAh</sub> (AA) and telephone batteries





Most suitable for:









#### Offers more economies

#### Ready to Use 1000

	Min. capacity mAh	Cycle life	Self discharge after 1 year
AA	1,000 mAh	Up to 2,100 times	80 %

#### **DECT** batteries

	Min. capacity mAh	Cycle life	Self discharge after 1 year
AA	1.000 mAh	Up to 2,100 times	80%
AAA	750 mAh	Up to 1,600 times	80%





#### Specifications:

ISTERS	Model N°		CSU EAN	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle
B	HHR-3LVE/2BC	(P-6/2BC1000 DECT)	5410853046011	2	12	5
ARD	HHR-3LVE/4BC	(P-6/4BC1000)	5410853045304	4	12	5
ND/	HHR-4MVE/2BD	(P-03/2BC750 DECT)	5410853045359	2	12	5
STANDARD	HHR-4MVE/3BD	(P-03/3BC750 DECT)	5410853045366	3	12	5

#### **PRODUCT BENEFITS READY TO USE 1000**

- Ready to use: You can use them immediately after buying them
- Stay charged: after 1 year still up to 80% of the capacity remains without charging
- Ideal for the frequent rechargeable battery user
- Long cycle life: up to 2,100 cycles

#### PRODUCT BENEFITS DECT BATTERIES

- Providing an ideal power solution for cordless communication appliances
- Packaging quantities in blister adapted to most frequently used appliances such as DECT phones or walkie talkies

# High Capacity for High Drain Devices

Avg. Ni-MH 2700 - Ni-MH 1000







HIGH CAPACITY BATTERIES are most suitable for:











#### Offers more convenience

	Min. capacity mAh	Cycle life
AA	2,500 mAh	Up to 300 times
AAA	930 mAh	Up to 300 times





#### Specifications:

ISTERS	Model N°		CSU EAN	Batteries/ Blister	Blisters/ Carton	Cartons/ Bundle
B B	BK-3HGAE/2BE	AA	5410853052791	2	12	5
STANDARD	BK-3HGAE/4BE	AA	5410853052807	4	12	5
	BK-4HGAE/2BE	AAA	5410853052821	2	12	5
	BK-3HGAE/BF1	AA	5410853052777	1	500	N/A
	BK-4HGAE/BF1	AAA	5410853052814	1	500	N/A

#### **PRODUCT BENEFITS**

- With its high capacity, our high capacity rechargeable battery is the ideal rechargeable battery for high drain appliances
- Excellent price versus quality ratio







HIGH **CAPACITY** 

<sup>1</sup>Panasonic internal IEC61951-2(7.3.2) testing (varies according to conditions of use)

**Panasonic** BATTERY CATALOGUE WWW.PANASONIC-BATTERIES.COM

### **CHARGERS**

Panasonic

#### Smart & Quick charger – BQ CC55

- Rapid charge
- Individual management/ charge control ('Smart Charge')
- Can be used all over the world (100-240 V)
- Case color: white

Case color: white

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ltem	Specifications
Input	AC100-240V 50-60Hz
Input part Structure	Fixed plug
Charging control	Smart Charge <sup>1</sup> / -ΔV / Timer
Indicator	LED x 4 Charging: ON, Fully charged: OFF
Charger battery	AA x 1, 2, 3, 4 / AAA x 1, 2, 3, 4 cells
Charging time <sup>2</sup>	AA: Approx 1.5 hours / 3 hours [2,000 mAh] AAA: Approx 1.5 hours / 3 hours [800 mAh]
Charger size (W x H x D)	68 x 120 x 55 mm
Weight	with EU-plug: 124 g - with UK-plug: 132 g

<sup>1</sup>This charger has "Smart Charge" function which checks voltage and temperature of battery automatically. Thanks to Smart Charge function, it saves time of charging and loss of energy & money.



- Can charge AA / AAA 4 cells Can be used all over the world (100-240 V)
- Individual management/-∆V Control

ltem	Specifications
Input	AC 100-240 V 50-60 Hz
Input part Structure	Plug-in and attachment plug
Charging control	-ΔV /Timer
Indicator	LED x 4 Charging: ON, Fully charged: OFF
Charger battery	AA x 1, 2, 3, 4 / AAA x 1, 2, 3, 4 cells
Charging time <sup>2</sup>	AA: Approx 7h [2,000 mAh]; AAA: Approx 6h [800 mAh]
Charger size (W x H x D)	65 x 115 x 55 mm
Weight	107,4 g

# Panasonic

Panasonic

#### Basic charger - BQ CC51

- Can charge AA / AAA 2 or 4 cells
- Can be used all over the world (100-240 V)
- Timer control • Case color: white

	To World (100 Z to V)
Item	Specifications
Input	AC 100-240 V 50-60 Hz
Input part Structure	Fixed plug
Charging control	Timer cut (13 hours)
Indicator	LED x 2 Charging: ON, Fully charged: OFF
Charger battery	AA x 2, 4 / AAA x 2, 4 cells
Charging time <sup>2</sup>	AA: Approx 10 hours; AAA: Approx 10 hours
Charger size (W x H x D)	66 x 108 x 55 mm
Weight	with EU-plug: 100 g - with UK-plug: 108 g

[2] AA 4 cells

#### **PRODUCT BENEFITS**

- · Improved consumer communication, designed to aid product rotation
- · Clear time indications and features

**Panasonic** 

**ENTRY USERS** 

**MULTI BATTERY TYPES** 

- A free 5 year warranty for added reassurance
- · All chargers have lead-free soldering, less harmful for the environment
- Worldwide compatibility
- Safety: non rechargeable detection
- LED Timer ready indication
- For all Ni-MH batteries

#### Compact charger – BQ CC50

- Can charge AA / AAA 2 cells
- Can be used all over the world (100-240 V)
- Safety timer: max. 13h
- Case color: white

ltem	Specifications
Input	AC 100-240 V 50-60 Hz
Input part Structure	Fixed plug
Charging control	Timer cut (13 hours) Individual
Indicator	LED x 2 Charging: ON, Fully charged: OFF
Charger battery	AA x 1, 2 / AAA x 1, 2 cells
Charging time <sup>3</sup>	AA: Approx 10 hours; AAA: Approx 10 hours
Charger size (W x H x D)	50 x 121 x 65 mm
Weight	with EU-plug: 86 g - with UK-plug: 96 g

#### Universal charger – BQ CC15

- Can charge AA / AAA / C / D 1-4 cells
  Can charge 9V 1-2 cells

- Automatic switch-off when charged (DeltaV)

<ul> <li>Can be used all over the</li> </ul>	
Item	Specifications
Input	AC 100-240 V 50-60 Hz
Input part Structure	AC cable
Charging control	Timer cut (13 hours) Individual
Indicator	LED x 2 Charging: ON, Fully charged: OFF
Charger battery	AA x 1-4 / AAA x 1-4 / C x 1-4 / D x 1-4 / 9V x 1-2 cells
Charging time <sup>2</sup>	AA: Approx 10 hours; AAA: Approx 10 hours
Charger size (W x H x D)	110 x 200 x 55 mm
Weight	with EU-plug: 489 g - with UK-plug: 499 g

#### Specifications:

Charger	Kit	Batteries included in kit	CSU EAN	Charger size (mm) (W x H x D)	Blister size (mm) (W x H x D)	Blisters/ Carton
BQ-CC55	K-KJ55MGD40E	4x P6 1900	5410853057789	68 x 120 x 55	109 x 230 x 76	8
BQ-CC55	K-KJ55MGD40U	4x P6 1900	5410853057802	68 x 120 x 55	109 x 230 x 76	8
BQ-CC17	K-KJ17MGD40E	4x P6 1900	5410853057796	70 x 115 x 55	105 x 230 x 66	8
BQ-CC51	K-KJ51MGD42E	4x P6 1900 / 2x P03 750	5410853056973	66 x 108 x 55	105 x 230 x 66	8
BQ-CC51	K-KJ51MGD40U	4x P6 1900	5410853057819	66 x 108 x 55	105 x 230 x 66	8
BQ-CC50	K-KJ50LGA20E	2x P6 1900	5410853056966	52 x 121 x 65	105 x 230 x 66	8
BQ-CC15	BQ-CC15E	-	5025232672141	110 x 200 x 55	130 x 265 x 75	8

(3) AA 2 cells.

# **COIN LITHIUM**

# DESIGNED TO PROVIDE RELIABLE AND LONG LASTING **POWER**





#### Specifications:

(0						
BLISTERS	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Innercarton	Innercartons/ Bundle
В	CR1025	5410853010227	CR-1025EL/1B	1	12	10
	CR1216	5410853010210	CR-1216EL/1B	1	12	10
	CR1220	5019068085091	CR-1220EL/1B	1	12	10
	CR1616	5019068085107	CR-1616EL/1B	1	12	10
	CR1620	5025232068258	CR-1620EL/1B	1	12	10
	CR1632	5410853038320	CR-1632EL/1B	1	12	10
	CR2012	5410853038450	CR-2012EL/1B	1	12	10
	CR2016	5019068085114	CR-2016EL/1B	1	12	10
		5025232060665	CR-2016EL/2B	2	12	10
		5410853059028	CR-2016EL/4B	4	12	10
		5410853043812	CR-2016EL/6BP	6	20	5
	CR2025	5019068085121	CR-2025EL/1B	1	12	10
		5025232060672	CR-2025EL/2B	2	12	10
		5410853059035	CR-2025EL/4B	4	12	10
		5410853043829	CR-2025EL/6BP	6	20	5
	CR2032	5019068085138	CR-2032EL/1B	1	12	10
		5025232060689	CR-2032EL/2B	2	12	10
		5410853058663	CR-2032EL/4B	4	12	10
		5410853043836	CR-2032EL/6BP	6	20	5
	CR2354	5410853038481	CR-2354EL/1B	1	12	10
	CR2430	5410853012313	CR-2430EL/1B	1	12	10
	CR2450	5410853014355	CR-2450EL/1B	1	12	10









New space saving blister size still with maximum information on it. Individual perforations on the 4BP and 6BP for each of the 4 or 6 batteries.

#### COIN LITHIUM is most suitable for:











#### **PRODUCT BENEFITS**

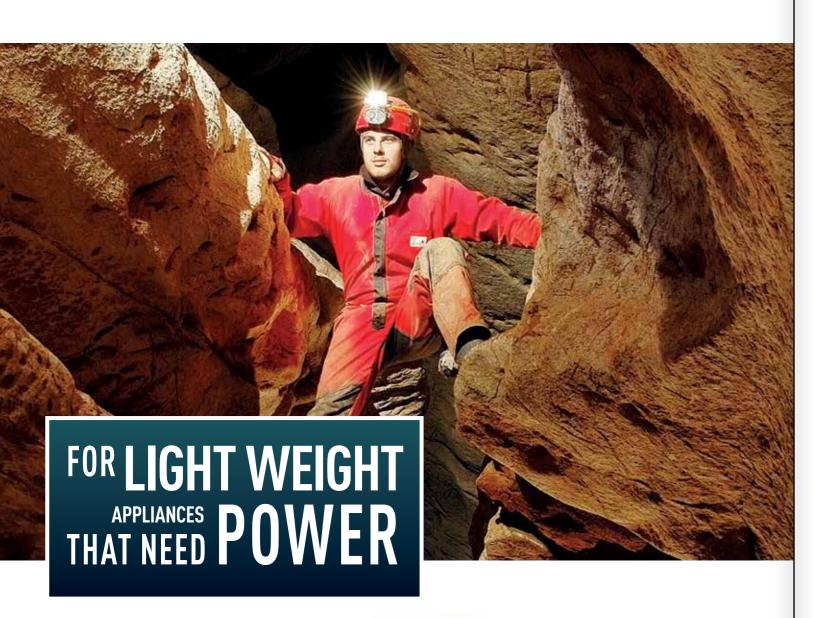
- A long shelf life of up to 10 years.
- Reliable even in a wide range of operating temperatures  $(-30^{\circ}\text{C to } +60^{\circ}\text{C}).$
- Extensive cross reference table on the blister.
- No mercury added



Panasonic coin lithium batteries have 0% mercury added

SPECIALTY BATTERIES

# CYLINDRICAL LITHIUM











# COMBINES VERY LIGHT WEIGHT MATERIAL WITH LITHIUM TECHNOLOGY

#### Specifications:

FERS	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Innercarton	Innercartons/ Bundle
BLIST	CR2	5025232016082	CR-2L/1BP	1	10	10
Δ		5410853013464	CR-2L/2BP	2	10	10
	CR123	5410853017097	CR-123AL/1BP	1	10	10
		5410853017110	CR-123AL/2BP	2	10	10
	2CR5	5410853017158	2CR-5L/1BP	1	10	10
	CRP2	5410853017134	CR-P2L/1BP	1	10	10







# CYLINDRICAL LITHIUM is most suitable for:







#### **PRODUCT BENEFITS**

- Low internal resistance to provide rapid flash recovery time and quick shooting.
- A long shelf life up to 10 years
- Reliable even in a wide range of operating temperatures (-40°C to +70°C)

# **MICRO ALKALINE**







LR1130







# DESIGNED RELIABLE AND LONG LASTING POWER

#### Specifications:

BLISTERS	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Innercarton	Innercartons/ Bundle
B	LR44	5019068083035	LR-44EL/1B	1	12	10
		5410853018469	LR-44EL/2B	2	12	10
		5410853049135	LR-44L/6BP	6	20	-
	LR1130	5019068083011	LR-1130EL/1B	1	12	10
	LRV08	5410853057345	LRV08L/1BE	1	10	10
		5410853057376	LRV08L/2BE	2	10	10
	LR1	5019068592551	LR1L/1BE	1	10	10





#### MICRO ALKALINE is most suitable for:









#### **PRODUCT BENEFITS**

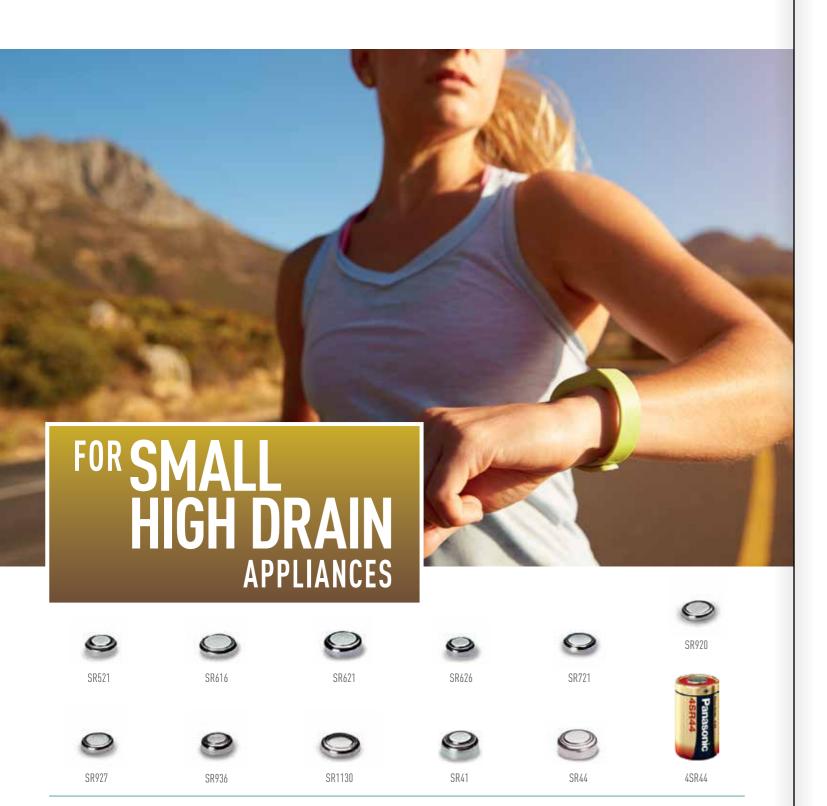
- Excellent price versus quality ratio
- Extensive cross reference table on the blister
- No mercury added



Panasonic micro alkaline batteries have 0% mercury added

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# SILVER OXIDE



# DESIGNED TO OFFER HIGH PERFORMANCE PERFORMANCE WIDE VARIETY OF APPLIANCES

#### Specifications:

アコーク	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Innercarton	Innercartons/ Bundle
ם	SR521	5410853035466	SR-521EL/1B	1	12	10
	SR616	5410853035473	SR-616EL/1B	1	12	10
	SR621	5410853035480	SR-621EL/1B	1	12	10
	SR626	5410853035497	SR-626EL/1B	1	12	10
	SR721	5410853035503	SR-721EL/1B	1	12	10
	SR920	5410853035527	SR-920EL/1B	1	12	10
	SR927	5410853035534	SR-927EL/1B	1	12	10
	SR936	5410853035541	SR-936EL/1B	1	12	10
	SR1130	5410853035428	SR-1130EL/1B	1	12	10
	SR41	5410853035435	SR-41EL/1B	1	12	10
	SR44	5410853013976	SR-44EL/1B	1	12	10
	4SR44	5410853013990	4SR44L/1BP	1	10	10

4SR44 5410853013990 4SR44L/1BP 1 10 10

New space saving blister size, still with maximum information on it.







Panasonic silver oxide batteries have 0% mercury added

# SILVER OXIDE is most suitable for:









#### **PRODUCT BENEFITS**

- High performance batteries for various types of watches and other small electronics.
- Wide range available on blister.
- Extensive cross reference table on the blister.
- No mercury added

# **ZINC AIR**











# NO MERCURY ADDED

#### Specifications:

ISTERS	Model N°	CSU EAN	Re-order N°	Batteries/ Blister	Blisters/ Innercarton	Innercartons/ Bundle
B	PR10 (PR230/PR536)	5410853057024	PR-10L/6LB	6	10	5
	PR13 (PR48)	5410853057017	PR-13/6LB	6	10	5
	PR312 (PR41)	5410853057031	PR-312/6LB	6	10	5
	PR675 (PR44)	5410853057048	PR-675/6LB	6	10	5

Compact sized blisters. Easy to stow away; fits in purse or wallet.



Panasonic zinc air batteries have 0% mercury added

# ZINC AIR is suitable for:



#### **PRODUCT BENEFITS**

- No mercury added.
- Ideal for new generation digital hearing aids.
- Comfortable, light and providing a steady level of power for hearing enhancement equipment.
- Reliable power in various temperature conditions.

#### **PACKAGING BENEFITS**

- · Convenience: easy to store, to open, to choose.
- Consumer guidance with clear product information.
- Attractive design

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#### Panasonic Energy Europe N.V. - Benelux department

Brusselsesteenweg 502, 1731 Zellik BELGIUM

Tel: +32 2 481 11 76 Fax: +32 2 463 04 26

#### Panasonic Czech - Branch Office of PME - Battery Dept.

Thámova 289/13, 186 00 Praha 8

CZECH REPUBLIC Tel: +420 236 032 577

#### Panasonic Denmark - Branch Office of PME - Battery Dept.

Naverland 2, 9 sal

DK - 2600 Glostrup, DENMARK

Tel: +46 8 680 26 96 Fax: +46 8 680 27 55

e-mail: denmark-offices.batteries@eu.panasonic.com

#### Panasonic France - Branch Office of PME - Battery Dept.

1 à 7 rue du 19 mars 1962, 92238 Gennevilliers cedex FRANCE

Tel: +33 1 47 91 64 00 - Fax: +33 1 47 91 63 80

#### Panasonic Automotive & Industrial Systems Europe GmbH (PAISEU)

Consumer Batteries Winsbergring 15, 22525 Hamburg GERMANY

Tel: +49 40 85 49 6244 - Fax: +49 40 85 49 6177

#### Panasonic Italy - Branch Office of PME - Battery Dept.

Via dell'Innovazione 3, 20126 Milano ITALY

Tel: +39 02 6788 1 - Fax: +39 02 6788 397

#### Panasonic Poland - Branch Office of PME - Battery Dept.

Wołoska 9a, 02-583 Warszawa

POLAND

Tel: +4822 338 11 43 - Fax: +4822 338 11 22

#### Panasonic Sweden - Branch Office of PME - Battery Dept.

Telefonvägen 26, 126 26 Hägersten SWEDEN

Tel: +46 8 680 26 96 Fax: +46 8 680 27 55

e-mail: sweden-offices.batteries@eu.panasonic.com

#### Panasonic Automotive and Industrial Systems Europe GmbH

(PAISEU) - Consumer Batteries

Willoughby Road Bracknell Berkshire RG128FP UNITED KINGDOM

Tel: +44 1344 853795 - Fax: +44 1344 853 724

#### Proton Ltd

Rr."Luigj Gurakuqi", Pallati 89 Sh.A, Kati 10 Tirana, ALBANIA

Tel: +355 422 275 655 Fax: +355 422 275 605 Mobile: +355 69 600 6500

e-mail: endri.ndoni@proton-grp.com

#### Teloptic / Avaks

Mostarko Raskrsce b.b. 71000 Sarajevo, BOSNIA Tel: +387 33 638870 890 Fax: +387 33 63 88 90 e-mail: info@teloptic.ba

#### Amperel

126 Tsar Boris III Bvd, Floor 7 1612 Sofia, BULGARIA Tel: +359 2 8182620 Fax: +359 2 9559263 e-mail: sofia@amperel.net

#### Nordic Digital AS

Tööstuse tee 6, Tõrvandi, Tartumaa 61715, ESTONIA Tel: +372 733 7700 e-mail: info@nordic-digital.ee

#### Intertech Sa

Afroditis Street 24 16777 Helliniko, GREECE Tel: +30 210 9692 300 e-mail: info@intertech.gr

#### H&A Kft.

2146. Mogyoród, Gödöllői út 29/a. 2146, Mogyoród, Pf.: 56, HUNGARY Tel: +36 20 934 13 59 e-mail: info@hakft.hu

#### Kapacitas Kft.

Szentpetery u.24 1115 Budapest, HUNGARY Tel: +36 1 4630 888 Fax: +36 1 4630 899 e-mail: info@kapacitas.hu Web: www.kapacitas.hu

#### Vendek Ltd

Unit C5 South City Business Park Whitestown, Tallaght, Co Dublin IRELAND

Tel: +353 1 452 41 41 Fax: +353 1 452 41 19 e-mail: info@vendek.le

#### M SAN Grupa

Buzinski prilaz 10 10010 Buzin, Zagreb, KROATIA Tel: +385 1 6690 760 Fax: +385 1 36 54 929 e-mail: info cea@msan.hr

#### Sancta Domenica

Dr. Franje Tudmana 69 10431 Sveta Nedelja, KROATIA Tel: +385 1 3369 562 Fax: +385 1 3369 556 e-mail: info@sancta-domenica.hr

#### Nordic Digital AS

LATVIA

Tel: +371 29 48 7471 e-mail: martins@nordic-digital.lv

#### UAB Tomita

Jonavos g. 104, LT-44138, Kaunas, LITHUANIA Tel: +370 37 323202 e-mail: info@tomita.lt

#### **Evro Stil**

Bul. Vojvodina br. 4 (Slavija) 1000 Skopje, MACEDONIA Tel: +47 95 98 55 00 Fax: +47 23 17 89 59

e-mail: evrostil\_cosmetic@hotmail.com

#### Naba Bjelland AS

Bjørnerudveien 12 A 1266 Oslo, NORWAY Tel: +47 95 98 55 00 Fax: +47 23 17 89 59 e-mail: post@naba.no www.nababjelland.no

#### Tempel Group Portugal

Cacém Park – Armazém 29
Estrada de Paço d'Arcos 88-88 A
2735-307 Cacém, PORTUGAL
Tel: +351 214220540
Fax: +351 214220549
e-mail: marketing.pt@tempelgroup.com

#### Flasher Business Group SRL

Tudor Vladimirescu Street, 075100 Otopeni, Ilfov District, ROMANIA Tel: +4031 4327786 Fax: +4031 4327787 e-mail: office@flasher.ro

#### Contrel

Ul.Rableova 24 11060 Beograd, SERBIA Tel: +381 21 6397 009 Fax: +381 21 6397 009 e-mail: office@contrel.co.rs

#### MIM TEC

Viline vode bb, Slobodna zona Beograd L12/3 11000 Beograd, SERBIA Tel: +381 11 20 70 645 - Mob: +381 64 806 6032 Fax:+381 11 33 13 596 e-mail: anita.vuckovic@kimtec.rs

#### C mait. amta.vackovice

Eurofoto D.O.O.

Poslovna cona A 20 4208 Sencur, SLOVENIA Tel: +386 4 6 000 200 Fax: +386 4 6000 201 e-mail: info@eurofoto.si

#### Elica

Juan Ravina Méndez, 5 A - Poligono Ind. Costa Sur 38009 Santa Cruz de Tenerife, SPAIN Tel: +34 922 20 25 27 Fax: +34 922 20 44 35

e-mail: jsosa@elicacanarias.com

#### Tempel Group

Cobalto 4
08907 L'Hospitalet de Llobregat
Barcelona, SPAIN
Tel: +34 936003610
Fax: +34 933373910
e-mail: marketing@tempelgroup.com

#### Burla

Bankalar Cad. No 23 34420 Karaköy, Istanbul, TURKEY Tel: +90 2122564950 e-mail: pil@burla.com