

PRESS RELEASE

eneloop launches new storage case as a sustainable packaging solution

Zellik, 11 December 2018 – Panasonic's sustainable battery brand eneloop are now even more environmentally friendly with the launch of their new reusable case. Made from recycled PET, the material is a greener alternative to the original single-use packaging. It also reduces waste as its durability means it can be used as a handy storage case.

This is a natural progression for eneloop who have provided their high-quality and ready-to-use rechargeable batteries for years. Now, the new durable packaging is just as useful as the product itself, becoming a highly-effective tool to easily store batteries at home or in the workplace.

The trusted batteries are pre-charged with solar energy and can be used up to 2,100 times (depending on battery type). They are used worldwide in both personal and professional settings and are a more cost-effective and environmentally friendly alternative to disposable batteries.

Availability

The new case launches in December and will only be available online. The case comes with a 4 or 8-pack of eneloop batteries in sizes AA and AAA. The eneloop pro batteries are available in a reusable case in a 4-pack also for AA and AAA.

Pocket-sized USB charger

The launch coincides with another exciting development. In January, eneloop will also make its new pocket-sized USB charger available, the CC80 battery charger. This portable charger is perfect for travel and features two slots for charging at the same time. It will be available in two versions: a pack with 2 eneloop AA batteries included, or one which only contains the charger.

What our customers say

“We’re more than satisfied using the eneloop batteries here during our TOTEM tour. I can confidently use them straight from the pack in shows, without having to charge them first. They have a fantastic capacity to be charged and discharged – we do full-cycle charges every day. Compared with other brands, they retain their charge very well, even over time without use. The build of the outer jacket is one of the more solid I’ve seen so far. We’re going to continue using eneloop for a long, long time.”

Stephan Mendi

Sound Technician
Cirque du Soleil



OFFICIAL PARTNER
TOURING SHOWS

CIRQUE DU SOLEIL

About Panasonic Energy Europe

Panasonic Energy Europe, with its headquarters in Zellik, near Brussels (Belgium), is a part of Panasonic Corporation, a leading provider of electrical and electronic devices. Thanks to Panasonic's extensive experience in consumer electronics built up over many years, Panasonic has grown into the largest battery manufacturer in Europe. There are production units in Tessenderlo (Belgium) and Gniezo (Poland). Panasonic Energy Europe supplies 'mobile' energy in over 30 European countries. There is an extensive product range consisting of rechargeable batteries, chargers, carbon-zinc batteries, alkaline batteries, and specialised batteries (such as batteries for hearing aids, photo lithium, lithium button cells, micro-alkaline, and silver oxide). You can find more information on www.panasonic-batteries.com.

About Panasonic

Panasonic Corporation is one of the world's major developers and manufacturers of electronic products for private, business, and industrial use. The company is located in Osaka (Japan) and on 31 March 2015 had achieved a net turnover of €57.28 billion. 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.

For more information about Panasonic and its brands, please visit www.panasonic.com.

PRESS CONTACT

ARK BBN

Julie Post
Project Manager
T +32 3 780 96 96
julie@arkbbn.be
www.arkbbn.be

Panasonic Energy Europe NV

Vicky Raman
Brand Marketing Manager
T +32 2 467 84 35
vicky.raman@eu.panasonic.com
www.panasonic-eneloop.eu