

eneloop challenges consumers with European photo contest

Zellik, 18 February 2016 – To make its audience more aware of its eco-friendly recyclable and rechargeable eneloop batteries, Panasonic Energy Europe is organising a photography contest around the themes of sustainability and the environment.



Every year, approximately 300 million batteries are used worldwide, a staggering 90,000 tons of which end up as household waste in Europe alone.

Driven by concern for the future of the environment, Panasonic Energy Europe developed eneloop, a revolutionary rechargeable battery. Not only can the battery be recharged up to 2,100 times, but it is also pre-charged with solar energy, making it immediately usable, and has a low self-discharge rate. The Panasonic eneloop battery offers customers a completely new lifestyle choice: an environmentally friendly battery that offers many economic benefits along with the high power they demand.

Five chances to win

To help raise consumer awareness of eneloop batteries, Panasonic is organising an international photo competition, which began on 1 December 2015 and will end on 31 December 2016. Consumers are challenged to take photos around the theme of sustainability, nature, environment, etc. – to link with the premise of eneloop rechargeable batteries – and upload their best image to a photo gallery. They can share their photo via social media and encourage family and friends to 'like' it. The picture with the most 'likes' overall per theme wins one of Panasonic's latest high-tech cameras as well as a set of eneloop rechargeable batteries with CC16 smart & quick charger. The two pictures with the most votes per country (excluding the overall winner) receive a set of eneloop rechargeable batteries with CC16 charger.

There are five separate photography competitions in total, each with a focus on a different 'green' theme. The first was 'ORGANIC' (think organic farming and kitchen or urban gardening), which was also the inspiration for the latest limited edition eneloop battery. The first contest ended on 2 February 2016. The winning photographer was Hałaburda Andrzej, who walked away with a fantastic Lumix Smart Camera CM1 and a set of ORGANIC limited edition eneloop rechargeable batteries with CC16 charger. The 'WINTER' theme currently running started on 3 February 2016 and the winner will be announced on 1 April 2016. They will receive a fabulous Panasonic action cam HX-A1 and 2 sets of eneloop pro rechargeable batteries with CC16 charger. The eneloop pro battery can serve as a muse for this second theme as it is recommended for use in extreme low temperatures (-20°) and for high energy demanding devices, such as photo strobe flashlights.

Interested in taking up the challenge? Upload your best shot via <https://photochallenge.panasonic-eneloop.eu>.

About Panasonic Energy Europe NV

Panasonic Energy Europe NV is Europe's largest battery manufacturer. The company belongs to the Panasonic Corporation, a leading provider on the international stage of electronic and electrical goods. Thanks to Panasonic's many years of experience and expertise in the consumer electronics field, Panasonic Energy Europe NV has a unique market position in Europe. The company supplies "mobile" energy in over 30 European countries. In addition to its European Centre in Brussels, Panasonic Energy Europe NV runs production lines in Belgium (Tessenderlo) and Poland (Gniezno), in which over a billion batteries are manufactured every year. Panasonic Energy Europe NV's broadly diversified product range embraces, inter alia, alkaline and zinc-carbon batteries, cells, photo-lithium-, silver oxide and zinc-air batteries, as well as button cells.

Further information at www.panasonic-batteries.com.

About Panasonic

The Panasonic Corporation is a leading company worldwide in the development and manufacture of electronic goods for a wide range of private, trade and industrial uses. The Group, based in Osaka, Japan, in financial year ended 31 March 2015 posted consolidated net sales of around 57.28 billion EUR. Panasonic Corporation's shares are listed on the Tokyo, Osaka, Nagoya and New York stock exchanges (NYSE symbol: PC). Panasonic wants to become by its 100th birthday in 2018 the world's leading company for green innovations in the electronics industry.

More information about the company and the Panasonic brand name at www.panasonic.net.

PRESS CONTACT

ARK Communication

Ann-Sophie Cardoen
Content & PR Consultant
T +32 3 780 96 96
ann-sophie@ark.be
www.ark.be

ARK Communication

Ann Velghe
Content & PR Manager
T +32 3 780 96 96
ann@ark.be
www.ark.be

Panasonic Energy Europe NV

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