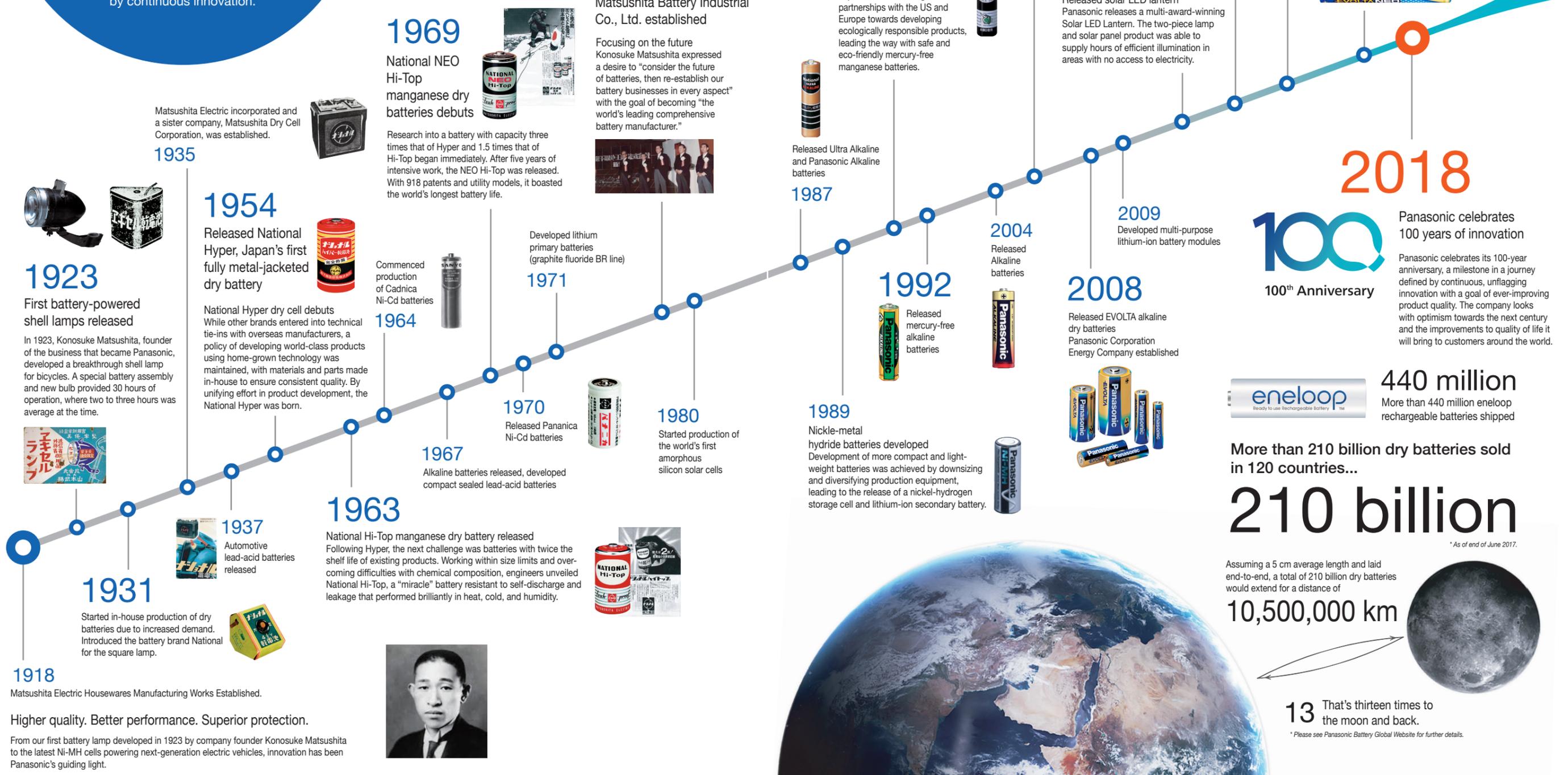


Historical highlights

Take a tour of the products and events that shaped Panasonic's evolution as a world-leading brand, driven forward by continuous innovation.

Panasonic Energy Device Business Division plays a vital role in the business of Panasonic Corporation, a trusted brand that grew from battery production a century ago. Our unparalleled know-how is reinforced by a culture of continuous innovation to develop new products offering increasingly better quality. Sold all over the world, Panasonic batteries are now made in 19 facilities in 13 countries. As we look toward the next 100 years with optimism, Panasonic affirms our commitment to innovation.

With a range of solutions to meet your needs in demanding applications and in any conditions, we continue to create new life with energy.



1923

First battery-powered shell lamps released
In 1923, Konosuke Matsushita, founder of the business that became Panasonic, developed a breakthrough shell lamp for bicycles. A special battery assembly and new bulb provided 30 hours of operation, where two to three hours was average at the time.

1931

Started in-house production of dry batteries due to increased demand. Introduced the battery brand National for the square lamp.

1937

Automotive lead-acid batteries released

1954

Released National Hyper, Japan's first fully metal-jacketed dry battery
National Hyper dry cell debuts. While other brands entered into technical tie-ins with overseas manufacturers, a policy of developing world-class products using home-grown technology was maintained, with materials and parts made in-house to ensure consistent quality. By unifying effort in product development, the National Hyper was born.

1963

National Hi-Top manganese dry battery released
Following Hyper, the next challenge was batteries with twice the shelf life of existing products. Working within size limits and overcoming difficulties with chemical composition, engineers unveiled National Hi-Top, a "miracle" battery resistant to self-discharge and leakage that performed brilliantly in heat, cold, and humidity.

1969

National NEO Hi-Top manganese dry batteries debuts
Research into a battery with capacity three times that of Hyper and 1.5 times that of Hi-Top began immediately. After five years of intensive work, the NEO Hi-Top was released. With 918 patents and utility models, it boasted the world's longest battery life.

1971

Developed lithium primary batteries (graphite fluoride BR line)

1970

Released Pananica Ni-Cd batteries

1964

Commenced production of Cadnica Ni-Cd batteries

1967

Alkaline batteries released, developed compact sealed lead-acid batteries

1979

Matsushita Battery Industrial Co., Ltd. established
Focusing on the future Konosuke Matsushita expressed a desire to "consider the future of batteries, then re-establish our battery businesses in every aspect" with the goal of becoming "the world's leading comprehensive battery manufacturer."

1991

Mercury-free manganese batteries released
With growing awareness about the need for corporations to unite in an effort to reduce environmental impact, Panasonic forged partnerships with the US and Europe towards developing ecologically responsible products, leading the way with safe and eco-friendly mercury-free manganese batteries.

1992

Released mercury-free alkaline batteries

1987

Released Ultra Alkaline and Panasonic Alkaline batteries

1989

Nickle-metal hydride batteries developed
Development of more compact and light-weight batteries was achieved by downsizing and diversifying production equipment, leading to the release of a nickel-hydrogen storage cell and lithium-ion secondary battery.

2004

Released Alkaline batteries

2008

Released EVOLTA alkaline dry batteries
Panasonic Corporation Energy Company established

2005

Rechargeable eneloop released to the market

2013

Released solar LED lantern
Panasonic releases a multi-award-winning Solar LED Lantern. The two-piece lamp and solar panel product was able to supply hours of efficient illumination in areas with no access to electricity.

2009

Developed multi-purpose lithium-ion battery modules

2015

Solar storage system launches
Panasonic eneloop's most advanced, cost-effective portable device recharging solution and long-lasting solar LED light is launched with the specific objective of bringing safe and reliable light to people without electrical access.

2017

Released EVOLTA NEO batteries

2018

100th Anniversary

Panasonic celebrates 100 years of innovation
Panasonic celebrates its 100-year anniversary, a milestone in a journey defined by continuous, unflagging innovation with a goal of ever-improving product quality. The company looks with optimism towards the next century and the improvements to quality of life it will bring to customers around the world.

440 million
More than 440 million eneloop rechargeable batteries shipped

More than 210 billion dry batteries sold in 120 countries...

210 billion

Assuming a 5 cm average length and laid end-to-end, a total of 210 billion dry batteries would extend for a distance of

10,500,000 km

13 That's thirteen times to the moon and back.

* Please see Panasonic Battery Global Website for further details.

