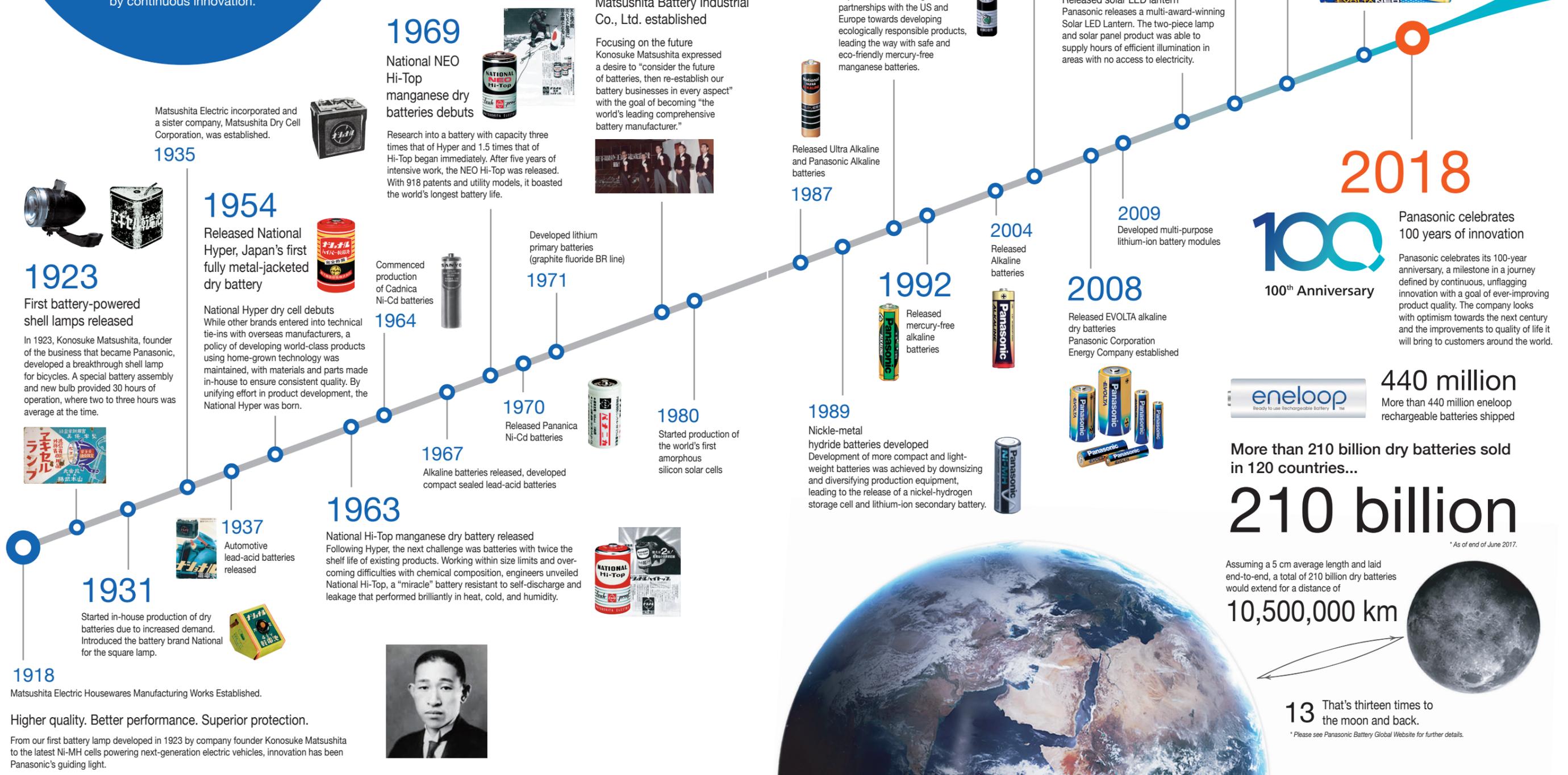


Historical highlights

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.



1918
Matsushita Electric Housewares Manufacturing Works Established.
Higher quality. Better performance. Superior protection.
From our first battery lamp developed in 1923 by company founder Konosuke Matsushita to the latest NI-MH cells powering next-generation electric vehicles, innovation has been Panasonic's guiding light.



1935
Matsushita Electric incorporated and a sister company, Matsushita Dry Cell Corporation, was established.

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.

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.

1937
Automotive lead-acid batteries released

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.

1964
Commenced production of Cadnica Ni-Cd batteries

1967
Alkaline batteries released, developed compact sealed lead-acid batteries

1970
Released Pananica Ni-Cd batteries

1980
Started production of the world's first amorphous silicon solar cells



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.

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."

1987
Released Ultra Alkaline and Panasonic Alkaline batteries

1992
Released mercury-free alkaline batteries

1989
Nickel-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.

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.

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



2018
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.