

An extra birthday present for eneloop

Panasonic's industry-leading brand wins two prestigious iF Design Awards

Zellik, 7 April 2016 – Panasonic is pleased to announce that its eneloop brand has won two iF Design Awards. The Product Design Award was given to the eneloop organic limited edition batteries and the Packaging Design Award to eneloop's ground-breaking packaging.

The German iF Design Awards, which have been running for more than 60 years, is one of the most prestigious design competitions in the world today and offers winners 'a label of excellence'. This year, almost 5,300 entries from more than 50 countries were submitted and evaluated by a jury of 58 high-profile international experts. eneloop's colorful organic limited edition batteries and eco-friendly, multifunctional packaging clearly stood out, walking away with awards in two separate categories within the Energy Device Business Division. "We are honored to be recognized by iF Design for our excellence in product and packaging design," says Vicky Raman, Brand Marketing Manager at Panasonic Energy Europe. "eneloop will continue to offer highly innovative and sustainable solutions, offering consumers a complete new lifestyle choice."

At the heart of eneloop batteries are the concepts of sustainability and caring for the planet. The brand envisions a Clean Energy Society and is keen to make its contribution by offering long-term environmentally friendly solutions. To link with this premise, the cell design of the organic limited edition was based on the earth and its many treasures. Its different colors serve as a reminder for users to keep track of which batteries were already used. Just like the standard eneloop battery, this Ni-MH battery can be recharged up to 2,100 times and will retain 70% of its original energy in 10 years' time. And it comes pre-charged with solar energy.

eneloop also received the iF Packaging Design Award for its unique sustainable packaging solution that sets new standards in how to successfully combine sustainability and design. Once opened, eneloop packaging can be used for storage or as a carrying case for the batteries. Made of naturally derived plastics, it breaks down organically in the soil when no longer needed.

eneloop has a long history of being recognized by the iF Design Awards and even won an "iF Design Award – Gold Award" in 2008. Panasonic launched its unique brand of eneloop eco-friendly rechargeable batteries in November 2005. To celebrate its ten-year existence, the brand has launched a number of initiatives, including a new [website](#), available in 13 languages and several compelling competitions (such as the currently running [European photo challenge](#)). Panasonic also threw two spectacular birthday parties – one in Warsaw, Poland and the other in Berlin, Germany, featuring spectacular light shows and gifts. Pictures are available here: <http://www.ark.be/nl/pressroom/detail/124394/panasonic-eneloop-en>.

About Panasonic Energy Group Europe

Panasonic Energy Group Europe is headquartered in Brussels, Belgium. The company is part of the Panasonic Corporation, a leading global manufacturer of electronic and electrical goods. Panasonic's vast and lengthy experience in the consumer electronics field has helped make Panasonic Energy Group Europe the largest battery manufacturer in Europe today. Its production facilities in Tessenderlo, Belgium, and Gniezno, Poland, make up to two billion batteries every year. Panasonic Energy Group Europe supplies 'mobile' energy solutions to more than 30 European countries. The company's diverse product range includes rechargeable, chargers, zinc carbon, alkaline and specialty batteries (such as zinc air, photo lithium, lithium coin, micro alkaline, silver oxide).

For more information, visit: 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.

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