

## **eneloop celebrates its first ten - very successful - years**

**Warsaw, 22 March 2016 – On Saturday, 19 March, Panasonic celebrated the tenth anniversary of the launch of its eco-friendly rechargeable eneloop batteries. For this special occasion, the firm threw a sensational birthday party in the centre of Warsaw that featured a spectacular light installation. It also gave away 6,500 gift bags.**

Panasonic's eneloop team created a real buzz just outside the Złote Tarasy shopping centre in the Polish capital with a huge, ten-metre-long LED logo installation to celebrate the brand's tenth anniversary. From 11:00 am to 9:30 pm, eneloop delighted visitors with entertainment and a fun and festive atmosphere.

Consumers from all over Warsaw and of all ages popped by the stand where they were presented with one of 6,500 gift bags containing an exclusive anniversary discount on eneloop products and a trendy LED lamp, powered by the brand's market-leading batteries to allow them to immediately experience their unique power for themselves. During that weekend, Panasonic offered a 30% discount on eneloop products in all RTV EURO AGD, Media Markt, Saturn and MAKRO shops in Poland, as well as on purchases made via the Panasonic webshop.

Visitors could also have their photo taken with eneloopy, the brand's popular mascot. During the day, the eneloop team also rolled through the crowd on illuminated hoverboards, handing out goodie bags and spreading the eneloop word. Once darkness fell, the very colourful LED eneloop stand and glowing gift bags transformed the entire square into a vibrant sea of light.

The real difference eneloop batteries make became even clearer during EARTH HOUR that took place the same evening. EARTH HOUR is a global awareness-raising initiative from the World Wildlife Fund focused on protecting the planet. For sixty minutes, between 8:30 and 9:30 pm, citizens around the world extinguish their lights. In Warsaw, eneloop was there to guide everyone through the dark.

Since 2005, the eneloop range of highly innovative reusable products has been helping lead the charge towards more a more sustainable way of life. eneloop batteries are unique in that they can be charged and discharged up to 2,100 times and have a low self-discharge rate. They also come pre-charged with solar energy, making them immediately usable after purchase. eneloop is the money- and energy-saving battery "of the future" and is set to continue its success story for decades to come.

## **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](http://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](http://www.panasonic.net).

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## **PRESS CONTACT**

### **ARK Communication**

Ann-Sophie Cardoen  
Content & PR Consultant  
T +32 3 780 96 96  
[ann-sophie@ark.be](mailto:ann-sophie@ark.be)  
[www.ark.be](http://www.ark.be)

### **Panasonic Energy Europe NV**

Vicky Raman  
Brand Marketing Manager  
T +32 2 467 84 35  
[vicky.raman@eu.panasonic.com](mailto:vicky.raman@eu.panasonic.com)  
[www.panasonic-batteries.com](http://www.panasonic-batteries.com)  
[www.panasonic-eneloop.com](http://www.panasonic-eneloop.com)

### **ARK Communication**

Ann Velghe  
Content & PR Manager  
T +32 3 780 96 96  
[ann@ark.be](mailto:ann@ark.be)  
[www.ark.be](http://www.ark.be)