

### Panasonic batteries are to be given a new, more dynamic design

**Zellik, 23 March 2017** – This year Panasonic is to launch a new global design. The change is part of an ambitious repositioning exercise over a number of years, with which Panasonic Energy Europe aims to reinforce its position as a leading player in the battery market.

The fact that Panasonic is a strong brand has been demonstrated in a [report of Best Global Brands 2015](#) in which it achieved 65th place. The new global design is intended to give brand awareness an extra boost. Quite understandable, when you know that Panasonic Energy Europe is among the best in class when it comes to technology.



Last year new displays and a successful [‘Angry Birds’ promotion](#) were used in-store to put the batteries in the spotlight. However, a recent consumer survey revealed that the packaging was too complex and failed to stand out. So, it was time for a thorough redesign, led by Belgium – as home to Panasonic Energy Europe’s European headquarters.

Packaging now features a reduced number of claims and there is a clear colour distinction between the different types. Packs also look both modern and dynamic, just as you might expect from a proper A-brand.

A new promotion featuring the release of the film “Spider-Man: Homecoming” will provide extra support as from 7 May 2017. More information will be issued shortly.

The retail partners in the various countries are already enthusiastic and the new design has received much support in Japan. Meanwhile something is moving in Zellik – where the ambitious [eneloop expedition 2100](#) is getting started.

### **About Panasonic Energy Europe**

Panasonic Energy Europe is headquartered in Zellik, near 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 the largest battery manufacturer in Europe today. The European production facilities are located in Tessenderlo, Belgium, and Gniezno, Poland. Panasonic Energy 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. Panasonic, based in Osaka, Japan, in financial year ended 31 March 2015 posted consolidated net sales of around 57.28 billion EUR. Panasonic is committed to creating a better life and a better world, continuously contributing to the evolution of society and to the happiness of people around the globe.

More information about the company and the Panasonic brand name at [www.panasonic.net](http://www.panasonic.net).

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