

### **Panasonic Energy launches its “longest lasting” alkaline battery with added silver**

***Zellik, November 26, 2018*** – Panasonic Energy has continued its tradition of innovation with the launch of a new premium battery. The new battery, EVOLTA NEO, is Panasonic’s longest ever lasting alkaline battery, due to revolutionary new design features including the addition of silver to the manufacturing process.

EVOLTA NEO will deliver excellent performance in a wide range of appliances from low drain applications such as remote controls to high drain applications like digital cameras. Lasting longer both during and in between usage, Panasonic’s new battery continues to set standards for battery performance and represents the ongoing development that is at the heart of the Panasonic brand. In addition to setting standards for endurance, the battery is more durable and less likely to leak.

#### **Higher performance**

Panasonic’s EVOLTA NEO increased performance is the result of revolutionary new design features, materials and production methods. A new 25% thinner separator and V-shaped groove structure maximises the battery’s interior volume and allows additional space for more active material. In addition to the structural changes, the use of densely packed manganese dioxide combined with added silver compounds makes the materials more reactive in order to improve the efficiency and performance of the battery.

#### **Available on Amazon Germany**

EVOLTA NEO will be available in luxury premium packaging in both AA and AAA sizes (4-, 8-, or 12-pack) and will be supported by a marketing campaign entitled ‘Unlock the power of silver’ to showcase the range’s versatility and durability.

The battery will command a premium price and be launched on Amazon Germany on 26 November.

Want to know more about EVOLTA NEO? Go to: [www.panasonic-batteries.com/EVOLTANEO](http://www.panasonic-batteries.com/EVOLTANEO).

## **ABOUT PANASONIC ENERGY EUROPE NV**

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 enabled Panasonic to become 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 cells, chargers, zinc carbon, alkaline and specialty batteries (such as zinc air, photo lithium, lithium coin, micro alkaline, silver oxide). For more information, please visit: [www.panasonic-batteries.com](http://www.panasonic-batteries.com).

## **ABOUT PANASONIC**

The Panasonic Corporation, based in Osaka Japan, is a leading company worldwide and concerned with the development and manufacture of electronic goods for a wide range of private, trade and industrial uses. In the financial year ended 31 March 2016, Panasonic posted consolidated net sales of around 61 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. This year, Panasonic celebrates its 100th anniversary with a 'Bring Magic Alive' campaign. More information about the company and the Panasonic brand name at [www.panasonic.net](http://www.panasonic.net).

---

## **PRESS CONTACT**

### **ARK BBN**

Ann-Sophie Cardoen  
Project Manager  
T +32 3 780 96 96  
[ann-sophie@arkbbn.be](mailto:ann-sophie@arkbbn.be)  
[www.arkbbn.be](http://www.arkbbn.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)