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Panasonic presents completely new Alkaline Battery range

New Alkaline batteries launched with up to 34 percent higher capacity



With significantly improved performance and an updated look, the new range of Panasonic Alkaline batteries is presented to the industrial market. With this, one of the worlds leading battery producers once again proves its competence and innovation.

Thanks to a further developed technology, Panasonic engineers were able to significantly increase capacities compared to previous models. The performance index, which is usually used for such measurements, for type LR03, depending on the intended use, is thus on average 34 percent higher than the comparable value. For type LR6 the increase is 27 percent.

The complete range comprises the types 6LR61, LR20, LR14, LR6 and LR03. All types are produced in the Panasonic factory in Belgium, which is certified to the quality standard ISO 9001 as well as the environmental standard ISO 14001. In line with Panasonic's promise "Safety, long-life and power", the new batteries are also characterized by continuous, reliable energy supply, little self-discharge, excellent protection against leakage and superior behaviour in lower temperatures.

With their excellent reliability and long-life, the new Panasonic alkaline batteries are particularly suitable for safety-relevant applications, e.g. for marine applications in life buoys, in the medical field (blood pressure meters) or in smoke detectors. But naturally, they also display their superior performance in camera flashguns and audio devices as well as remote controls.

A clear, structured design emphasizes the high quality: The new „Powerline“ script draws attention to the label and conveys the product's promise. The Panasonic logo is now twice as large as for previous models and emphasizes market competency. With the colours silver and marine blue, the alkaline batteries can be easily distinguished from their red zinc-carbon counterparts.

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You will find this press release and the press photo (with 300 dpi) downloadable on the Internet at www.panasonic-industrial.com

A label clearly indicates that the batteries contain no lead, mercury or cadmium, and the icon prescribed by the European Union from September 2008, that batteries must not be disposed of with domestic waste, is also clearly present.

All types are available now.

Technical data of the Panasonic Alkaline Powerline:

MODEL	LR03	LR6	LR14	LR20	6LR61
Format	AAA	AA	C	D	9V
Rated voltage (V)	1.5	1.5	1.5	1.5	9
Diameter	10.5	14.5	26.2	34.2	17.5 x 26.5
Height	44.5	50.5	50	61.5	48.5
Approx. weight (g)	11.2	23.3	69.5	142.7	44.3

Panasonic – a good partner

Not only does Panasonic rank among the leading manufacturers of batteries worldwide. Although a brand name and exceptional quality are both aspects highly prized by consumers and industry alike, they are only one side of the coin, just as important for users is Panasonic’s global presence and availability plus the competent consultancy and excellent technical service offered all over the world.

Batteries from Panasonic – safety, long-life and power

Matsushita Batteries Industrial (MBI) started battery production in 1931 as part of the Matsushita Group (widely known under the name Panasonic). Today, the company operates in 16 countries, with a workforce of 16,000 and 27 production plants. With annual production of several billion batteries, it is one of the largest battery manufacturer in the world.

The product portfolio includes Lithium-Ion, Lithium, Nickel Metal Hydride, Alkaline, Zinc-Carbon and VRLA batteries. The all-round experience of one of the world's largest electronics groups in the development of high tech products such as camcorders or mobile phones leads again and again to ground-breaking solutions for the batteries needed for this. Panasonic also offers its OEM customers standard charging equipment and customized charging systems and emphasizes its corporate identity as a power solutions provider with a comprehensive product range.

Panasonic batteries are marketed in Germany by Panasonic Industrial Europe GmbH (PIE). The Industry Battery Group (IBG), which is a long-standing group subsidiary, is responsible for OEM business throughout Europe. The head office in Hamburg is responsible for Germany, the Benelux countries, Switzerland, Austria, Scandinavia and Eastern Europe. There are independent offices trading in Great Britain/Ireland, France, Italy and Spain/Portugal. There is also a close-knit distributors' network.

Panasonic Industrial Europe GmbH (PIE)

In addition to the distribution of industrial batteries Panasonic Industrial Europe GmbH (PIE), with its headquarters in Hamburg, is responsible within the Panasonic organisation for European-wide sales of production equipment, such as electronic components and devices, semiconductors and production systems, to customers in the electronics industry and the audio/video, household goods, telecommunications, computer and automobile markets.

PIE employs a total of 300 staff. The Managing Director is Katsuhiko Otomo. The company maintains subsidiaries in Munich and Bracknell (London), as well as agencies in Moscow and Izmir (Turkey) and sales offices in Paris, Barcelona, Milan, Vienna and Düsseldorf. There are also service offices for telecommunications in Copenhagen and Helsinki, as well as training centres for factory automation in Vienna and Bracknell (London).

Panasonic Battery Sales Europe NV (PBSE)

The Panasonic Battery Sales Europe with its headquarters in Brussels is responsible for the sale of consumer batteries in Europe.

About Panasonic:

Known through the brand name Panasonic, Matsushita Electric Industrial Co., Ltd. is one of the world's leaders in the development and production of electronic products for a large number of customer requirements in the private, business and industrial area. The group, with its headquarters in Osaka, Japan, achieved consolidated net sales of 9.069 Trillion Yen / 91.43 Billion US-Dollar (exchange rate of the dollar from 31.03.2008) in the past financial year (ending 31 March 2008). The shares of the company are traded on the stock exchanges in Tokyo, Osaka, Nagoya and New York (NYSE:MC). Further information about Matsushita Electric Industrial Co., Ltd. and the Panasonic brand can be found under <http://www.panasonic-industrial.com>, <http://www.panasonic-europe.com> and <http://www.panasonic.net>.