PRESS RELEASE

ELLWANGEN, 04.09.2019

Safety first: VARTA Consumer's Power Banks are now even safer

The "Always On" generation never goes anywhere without a smartphone and a Power Bank. This dynamic duo can be found nowadays in nearly every handbag, briefcase and backpack. The Family Power Bank range from VARTA Consumer Batteries has just received a major safety upgrade. These comprehensive improvements make using the Power Banks even more safe, protect the Power Banks more effectively against external influences and prevent any misuse. The new Power Banks with "Advanced Safety Technology" are now available in stores. In addition, VARTA Consumer Batteries' homepage offers useful tips and tricks for consumers on how to use Power Banks.

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Safety has always been a top priority for VARTA Consumer Batteries. VARTA has further upgraded its safety standards to make using the Family Power Bank even more carefree, to prevent application errors in the use of Power Banks and to protect them even better against external influences. The entire range of Family Power Banks now includes additional safety features to supplement the existing safety mechanisms.

VARTA's Advanced Safety Technology Concept

The Family Power Bank range is now equipped with even more additional safety features identified by the concept "Advanced Safety Technology." The features include a set of six safety mechanisms. An internal sensor is responsible for **temperature control**; it automatically interrupts the charging process if the temperature is too high. To prevent cell damage and excessive aging and to guarantee longevity of the cells, the batteries inside the Power Bank are protected against **deep discharge**, **overcharging** and **overcurrent**. An additional detector protects the Power Bank's input against **overvoltage** from external power sources. In addition, the Power Banks are reversibly electronically protected in the event of a short circuit. "Advanced Safety Technology" is an additional step initiated by VARTA Consumer Batteries to reaffirm the brand message "In service for you." Built-in protective mechanisms are not mandatory by any national or international standard; instead, it is up to each manufacturer to integrate appropriate safety mechanisms into their products. For

VARTA Consumer Batteries, it goes without saying that the high quality standards of its own product portfolio are continuously optimized – not only with regard to the materials used, but also with appropriate protective mechanisms to protect both the end consumer and the product itself. Despite all the built-in safety mechanisms, it is nonetheless essential for users to know how to correctly handle a Power Bank in order to avoid misuse of the device. Like almost all electronic devices, Power Banks are sensitive to external influences. Errors in the charging process, extreme hot or cold temperatures and, above all, shocks and impacts can do much more harm to a Power Bank than most people would expect. Here too VARTA Consumer Batteries provides support for end consumers: helpful tips on how to handle Power Banks can be found in the How-To Guide on VARTA Consumer Batteries' homepage.

Safe travel

All VARTA Power Banks are certified for transport safety according to both UN38.3 and UL guidelines. The "UN Transport Test 38.3" test cycle includes a variety of hazard simulations to guarantee incident-free transport by air, land and water. The individual tests range from triggering external short circuits, shocks, vibrations, overloading and deep discharge of the Power Bank to simulating altitude pressure and extreme thermal conditions. Certification by UL – i.e. "Underwriters Laboratories Inc.," an independent body established in 1894 – primarily refers to the quality of the battery cells. Comprehensive checks are undertaken at regular intervals in accordance with the strict guidelines of the market.

Family Power Bank 6,000 mAh

Dimensions (W x H x D):	64 x 96 x 22 mm
Weight:	194 g
Charges:	1x tablet or 2x smartphone
Warranty:	2 years
RRP (incl. VAT):	**€12.99**

Family Power Bank 10,400 mAh

Dimensions (W x H x D):	80 x 105 x 23 mm
Weight:	269 g
Charges:	1.5x tablet or 4x smartphone
Warranty:	2 years
RRP (incl. VAT):	**€18.99**

Family Power Bank 16,000 mAh

Dimensions (W x H x D):	82 x 160 x 22 mm
Weight:	483 g
Charges:	3x tablet or 6x smartphone
Warranty:	2 years
RRP (incl. VAT):	**€24.99**

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A welcome guest

The Family Power Banks from VARTA Consumer Batteries are welcome guests in handbags, briefcases and backpacks, where they are always near at hand to help their users master all the challenges of modern daily life. With their two-color design, robust plastic housings and capacities of 6,000, 10,400 and 16,000 mAh, they are reliable sources of energy. With safety, they're the right companions for everyone: VARTA - In service for you.

Request a sample:

Are you a journalist and feel like testing a VARTA product? No problem! We are happy to arrange to send you a sample. Simply get in touch with us by writing to **varta@haebmau.de.**

For further information about VARTA Consumer products and the company visit:

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About VARTA Consumer Batteries GmbH & Co. KGaA

VARTA Consumer Batteries GmbH & Co. KGaA is a supplier of innovative high-quality products, including batteries, rechargeable batteries, chargers and lights, with which it generates annual sales totaling over 300 million euros in Europe. The business is run from the company's headquarters in Ellwangen. VARTA Consumer Batteries is both the market leader and the only German battery manufacturer of primary batteries for the end consumer, that relies on Germany as its manufacturing location. Its factory in Dischingen annually produces circa 1.5 billion alkaline batteries. VARTA Consumer Batteries brings movement into the mobile energy market with strong product ideas developed on the basis of expertise acquired during more than 130 years of the company's history. Along with its innovative strength, VARTA Consumer Batteries is also unique thanks to the breadth, quality and design of its product assortment. The secrets of its successful product portfolio are an intensive focus on consumers' lifestyle and close cooperation with the trade. This enables VARTA Consumer Batteries to respond successfully, speedily and flexibly to current trends in devices on the dynamic Fast Moving Consumer Goods (FMCG) market, to provide optimal energy solutions and to keep the promise of its brand message: "VARTA – in service for you."