PRESS RELEASE

VARTA CONSUMER BATTERIES

ELLWANGEN, 06.06.2018

The VARTA Indestructible Family Welcomes a New Member

Brighter, vast and extremely robust: the new Indestructible F30 joins the successful series of robust lights from VARTA Consumer Batteries and replaces its predecessor model, the Indestructible 3C. Boasting a new design and further developed functions, this newcomer isn't only a faithful companion for fans of outdoor activities: it also raises the pulse rates of DIY fans and is ideal for everyone who demands high performance from their flashlight. The Indestructible F30 is available as of now.

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Built to survive: with a total of nine models, the Indestructible series from VARTA is suitable for every field of application and has long been synonymous with high luminosity in an extremely sturdy design. These robust flashlights survive rain, defy water, resist corrosion and can endure a fall from a height of as much as nine meters. Thanks to the large number of sizes and formats, everyone can find the model that's right for them. The Indestructible F30 is the newest addition to the series and comes to the market just in time for VARTA Consumer Batteries' big brand relaunch. The body of this extraordinarily robust flashlight wins fans thanks to its time-honored design with rubber-coated protectors at both ends and a high-quality aluminum case.

Indestructible F30	
Dimensions:	Length: 227.5 millimeters Diameter: 52.4 millimeters
Weight (including batteries):	513 grams
Beam range:	265 meters
Running time:	65 hours
Overall strength:	450 lumens
Drop test:	9 meters
Guarantee:	3 years
RRP (including VAT):	**36,99 €**

Indestructible Luminosity

The Indestructible F30 is equipped with a five-watt Cree High-Brightness LED for a guaranteed beam range up to 265 meters with a maximal brightness of 450 lumens. Compared to its predecessor model (the Indestructible 3C), the new F30 achieves a 75% improvement in beam range and almost 100% greater brightness. The intensity is reduced to 45 lumens in energy-saving mode, thus providing up to 65 hours of running time. Instead of three C batteries, the Indestructible F30 is powered by six AA batteries: this makes the new model consumer friendlier because AA batteries are more readily available. The F30 can also be operated with only three AA batteries; in this mode, the flashlight provides a reduced brightness. The Indestructible F30 is available for 36.99 euros (RRP).

Further information about the Indestructible series is available at:

http://www.built-to-survive.com/

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Request a sample:

Are you a journalist and feel like testing a VARTA Indestructible F30? 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:

Webpage | Facebook

Press contact:

häberlein & mauerer ag | **varta@haebmau.de**

Manuela Holzapfel +49 89 381 08-187 | Michael Stadler +49 89 381 08-119

About VARTA Consumer Batteries GmbH & Co. KGaA

VARTA Consumer Batteries GmbH & Co. KGaA is part of Spectrum Brands Holdings, a global and diversified consumer products company and a leading supplier of consumer batteries, shaving and grooming products, small household appliances, specialty pet supplies, lawn and garden products and auto care products. Spectrum Brands Holdings generates annual sales of around $5.04 billion and has a total of 15,700 employees. VARTA Consumer Batteries is a European market leader for innovative high-quality batteries, rechargeable batteries, chargers and lights. Controlled from its European head office in Frankfurt am Main, Germany, it generates annual sales of around €275 million. The German sales company is based in Ellwangen. Thanks to its powerful product ideas, developed on the basis of over 130 years' experience, VARTA Consumer is a constant source of impetus in the mobile energy market. Alongside its innovative capabilities, the breadth, quality and design of its product range make VARTA Consumer a unique force on the market. Intensive focus on consumers' lifestyles and close collaboration with retailers is the secret to a successful product mix. This makes it possible for VARTA Consumer to respond quickly and flexibly to the latest consumer device trends and provide the dynamic fast-moving consumer goods (FMCG) market with optimum energy solutions.