PRESS RELEASE

ELLWANGEN, 05.11.2018

Farewell, cable chaos – hello, Home Charging Station!

The average household owns around four mobile devices such as smartphones and tablets – and the trend is rising.[1] All of these devices have to be charged regularly – some frequently used products like smartphones need to recharge as often as once a day. This means that cable chaos is almost predestined in a household with several family members. VARTA's Home Charging Station is here to provide some assistance in this regard, as this practical, space-saving charging station charges up to five devices at the same time. This eliminates the need for individual charging cables and only takes up one power socket. The Home Charging Station is available in retail from October.

Download Pressematerial

[1] https://www.smartinsights.com/traffic-building-strategy/integrated-marketing-communications/many-connected-devices-use-today-chartoftheday/

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Smartphones, tablets and laptops are now an everyday part of each family member's life. In a four-person household, the number of mobile devices quickly adds up, making a power strip essential to hook up all of the different cables to the power supply. The chaos that ensues with tangled cables isn't practical or nice to look at. These two problems are very easy to solve with VARTA Consumer Batteries' Home Charging Station. This space-saving charging station can be connected to the power supply using just one cable, but provides space for up to five charging cables that can be used to charge several different devices at the same time.

HOME CHARGING STATION

Dimensions (W x H x D):	100 x 52 x 183 mm
Weight:	449 g
USB connections:	2 x USB 5V / 2.4A 2 x USB 5V / 1.0A 1 x USB C 5V / 3.0A
Cables:	2 x 20-cm micro USB cables 1 x 160-cm power cable
Warranty:	2 years
RRP (incl. VAT):	€ **29.99**

The Home Charging Station by VARTA Consumer Batteries comes with two USB ports with 5.0 volts and 2.4 amperes, two USB ports with 5.0 volts and 1.0 ampere, and a USB C port

with 5.0 volts and 3.0 amperes. This means that even latest-generation products can be connected directly to the charging station, without having to use impractical adapters. An LED next to the ports shows whether the Home Charging Station is being supplied with enough power. With its Home Charging Station, VARTA Consumer Batteries is changing the way that we charge our smart companions. Instead of being scattered throughout the house, all devices are stored in the same place, saving space and making them quick and easy to find.

Timeless, smart design

The stylish black Home Charging Station can be excellently integrated into every home. Thanks to its clever design, it also keeps your office or living room tidy. While they are charging, all of the devices are easy to find in their charging compartments, which accommodate a wide range of different device sizes tidily because of their different widths. After charging, the USB cables can be stored easily in the practical storage compartment inside the Home Charging Station. Rubber knobs on the underside also prevent the Home Charging Station from slipping on smooth surfaces.

The Home Charging Station, including AC adapter and two micro USB cables, will be available in retail from October 2018 for € 29.99 (RRP).

Request a sample:

Are you interested in testing a VARTA product? Write us an email and send it to **varta@haebmau.de**. We will be happy to send you a test sample.

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

Webpage | Facebook

Press contact:

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About VARTA Consumer Batteries GmbH & Co. KGaA

VARTA Consumer Batteries GmbH & Co. KGaA is part of the Spectrum Brands Group, a global, diversified consumer goods company and a leading provider of batteries, shavers and electronic hairstyling products, small household appliances, specialty pet supplies, lawn and garden products and auto care products. The Spectrum Brands Group generates annual revenues of roughly USD 5.04 billion with a total of 15,700 employees. The VARTA Consumer Batteries division in Europe is a provider of innovative quality products such as batteries, chargers and lights. Managed from its European headquarters in Frankfurt am Main, Germany, this division generates approximately EUR 275 million in Europe annually. The German distribution company has its headquarters in Ellwangen. With strong product ideas – developed on the basis of over 130 years of experience – VARTA Consumer is bringing more and more momentum into the mobile energy market. Alongside innovation, its range of products, quality and design make VARTA Consumer unique. The secret to its successful product portfolio is an intense focus on the lifestyles of consumers and its close cooperation with retail. This is how VARTA Consumer manages to respond quickly and flexibly to current electronic trends in the dynamic market of fast-moving consumer goods (FMCG) with optimal energy solutions.