

Press Release

VARTA Microbattery Distributor Award for whole Europe area goes to Avnet Abacus

Ellwangen, 07 February 2011

VARTA Microbattery awards its distributor Avnet Abacus

VARTA Microbattery GmbH, leading international manufacturer of OEM and retail batteries has awarded its distributor Avnet Abacus with the VARTA Microbattery Distributor Award 2010 for the whole Europe area. The certificate was handed over end of January 2011 in White Waltham to Avnet Abacus.

Avnet Abacus showed excellent sales performance in new technologies from VARTA Microbattery like rechargeable lithium microbatteries, mercury-free silver oxide cells and high energy nickel metal hydride button cells in the year 2010. Furthermore, the innovative CellPac PLUS and CellPac LITE programmes from VARTA Microbattery supported to the turnover in the various markets.

Herbert Schein, CEO of VARTA Microbattery, explained that Avnet Abacus is the right business partner that we need to bring VARTA Microbattery's high-quality products to customers in Europe. The success of Avnet Abacus is due to their technical knowledge and experience.

Graham McBeth, President of Avnet Abacus, gave his thank you for the award and sees here a confirmation for the successful and co-operative work with VARTA Microbattery.



Picture: Hand over of the award



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VARTA Microbattery GmbH

VARTA Microbattery is one of the major battery manufacturers in the world maintaining production facilities globally in order to supply more than 100 countries with quality products. The headquarters of the company is in Germany, Ellwangen. We develop and produce batteries comprising of many electrochemical systems and cell geometries. As a global system supplier we provide the best solution possible to satisfy our customers' application requirements.

About Avnet Abacus

Avnet Abacus is a pan-European demand creation distributor specialising in interconnect, passive, electromechanical, power supply and battery products. Avnet Abacus' extensive product range and exceptional linecard is supported by a team of over 50 product specialists based across Europe, delivering technical expertise and technology focused initiatives.

Avnet Abacus is a business unit of Avnet Electronics Marketing EMEA, a business region of Avnet, Inc.