

Press Release

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VARTA Microbattery ground breaking ceremony— new battery factory for mercury free hearing aid batteries.

Ellwangen, June 1st of 2011

With an official ground breaking ceremony VARTA Microbattery has started the building phase of its new factory for mercury free hearing aid batteries.

By the end of this year, VARTA Microbattery will build the largest and most innovative factory for hearing aid batteries in the world, at its Headquarter in Ellwangen, Germany. This new production hall represents another milestone in our company's history. With optimized processes, we will implement new technologies in our production which will increase our production capacity significantly, as well as the performance and reliability of our product. "We believe we will be able to further enhance our world market share", Herbert Schein (CEO) VARTA Microbattery. VARTA Microbattery expects a strong increase of demand for hearing aid batteries for the next years. With this new manufacturing plant, we prepare for strong and fast growing business, leading to a substantial market share growth. As our society ages, people with hearing loss want to participate in the social life, the same as all others. This is why the hearing aid business unit is one of the fastest growing business units at VARTA Microbattery", Herbert Schein states. VARTA Microbattery develops and produces premium hearing aid batteries selling under the brand Power One. World's most well-known and well-esteemed Hearing Aid Manufacturers are customers of VARTA Microbattery.

Brands of
VARTA Microbattery:





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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.

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