

## Gold iF Design Award for VARTA Microbattery GmbH



Ellwangen, March 2005

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After being honored as “Innovator of the Year” 2004, Dr. Dejan Ilic, CEO of VARTA Microbattery GmbH, was only recently presented the “Factory of the Year/GEO”- Award.

Now again a prestigious prize follows: the **iF design award gold** was presented for outstanding creativity for the packing of the Premium hearing aid battery **power one**.

**power one** was the only product which received the if design award gold for packaging. This award – selected by an international jury – is the most important product design award world-wide.

**Varta** Microbattery has elevated their **power one** battery brand to a position of dominance in the international hearing aid battery market. The reasons for this prominence include product innovation, world-class manufacturing technology, and a commitment to quality.

Herbert Schein, General Manager Marketing & Sales: „The reason for this success are the technical innovations, a sophisticated marketing concept and packaging custom-made to the requirements of the hearing aid user“.



Herbert Schein,  
General Manager Marketing & Sales

Premium quality **power one** products are manufactured in Germany and are distributed exclusively through the hearing aid specialists around the globe.

User-friendly design and comfortable handling, especially by its extra long tabs, determine the brand **power one**. Highest quality and security in connection with the use of environmentally friendly material make the product altogether a perfect solution.

Anja Krueger, International Sales & Product Manager Retail: "We have set particularly high value on the packaging to combine design with the worldwide approved color coding. The **iF Design Award gold 2005** is proof that we have achieved our objective".



Anja Krüger,  
International Sales & Product  
Manager Retail

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