

Press Release

power one presents the objects of desire – full of energy

Ellwangen, Germany, October 2014

power one shows mercury-free zinc-air hearing aid batteries as well as the new power one app at the EUHA Congress in Hanover from 15-17 October 2014

Filling each hearing aid with life and energy is the declared aim of power one. To achieve this, power one has the best recipes from over 125 years of VARTA Microbattery's successful history. For power one, a large pinch of know-how and the best materials were mixed together in the world's largest and most modern factory for hearing aid batteries. What have emerged are the best power one hearing aid batteries of all times, available in the versions Standard and MERCURY-FREE.

Brand new: power one now also available as an app

The premium brand has developed the sophisticated power one app for hearing aid users and acousticians. Many valuable features make life easier for the hearing aid user and the acoustician. Hearing aid acousticians are given the opportunity to register as power one acousticians, and so can be found as the nearest source of supply for hearing aid batteries. With the power one app, hearing aid users can benefit from many practical features. With the search function for acousticians, the nearest sources of supply for power one hearing aid batteries are shown on a map. A reminder function reminds you to take medicine and buy batteries. The health pass supports with practical functions.

All important questions relating to the topic of batteries are explained in the battery guide, where you will also find information about different battery types. The power one news will keep you up-to-date on all highlights. The new, free power one app can be downloaded from the App Store, Google play and the Windows Store; it is available in German, English and soon also in French.

Finally, power one is giving away a delicious, vitamin-rich idea for a recipe which is sure to give you any amount of energy.

power one cocktail

Ingredients:

lime
lemon
orange
3 cl sugar cane syrup
2 cl orange juice
2 cl mango puree
2-3 cl cranberry juice
crushed ice
fruit to decorate

Preparation:

Put 4 pieces of half a lime and two pieces of an orange that has been cut into eight pieces into the cocktail glass. Add 3 cl sugar cane syrup and crush. Top up with approx. 1 tablespoonful of crushed ice. Pour 2 cl orange juice, 2 dashes of lemon juice and 2 cl mango puree over the ice and mix. Scatter more crushed ice over the top. On top: 2-3 cl cranberry juice. Garnish with fruit.

Find out more about the world of power one at



www.powerone-batteries.com



The power one mobile app can be downloaded from the App Store, Google play and Windows Store





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About VARTA Microbattery GmbH

VARTA Microbattery is one of the world's leading battery manufacturers. With production facilities and sales subsidiaries worldwide, we supply high-quality battery products to our customers in more than 100 countries. The company is headquartered in Ellwangen, Germany. We develop and produce batteries for all major electrochemical systems and cell geometries. As a global system supplier, we are in a position to fulfill our customers' requirements all over the world.