

Flexible and mobile: the new VARTA Portable Powerpacks

Non-stop entertainment: never be without a smartphone battery again. VARTA Consumer Batteries presents new, colorful and powerful chargers for on the go.

They are small, they are handy, they look great, and they supply plenty of energy: With the Portable Powerpacks from VARTA, smartphones, tablets and MP3 players can be recharged anywhere, anytime – without a socket, without a fuss. The VARTA Portable Powerpacks are not only among the best on the market in terms of quality, they also make an individual visual statement, on the subway, on business or on camping trips. These round companions are available in elegant gray with a classic silhouette, or in colors that are as bright as life itself. All chargers come with a practical 50-centimeter white Micro USB cord.

Individual and handy: VARTA Portable Powerpack 2.600



Created for individualists who want to listen to non-stop music or spend more time surfing the Web, taking pictures or making calls wherever they go, the VARTA Portable Powerpacks 2.600 weigh just 61 grams. Their rounded design makes them easy to handle. Measuring 10 centimeters in length and 2.4 centimeters in diameter, they fit in any clutch, purse or pocket. On the go, these “power bars” can fully charge a smartphone, for long-lasting surfing fun guaranteed.* These durable companions make multiple recharging via USB port possible, no matter what. At the same time, the LED display allows users to check the charge and discharge status. Available in black, white or gray, and in the latest pastel tones mint and coral.

*Based on iPhone5s, results may vary by device

Elegant and powerful: VARTA Portable Powerpack 6.000, 10.400 and 16.000

For the self-employed, frequent fliers, commuters and anyone else who refuses to let a lack of sockets stop them, the VARTA Portable Powerpacks 6.000, 10.400 and 16.000 are more than just head-turning eye-catchers that feel great, too. They also pack a powerful, professional-strength energy punch that charges multiple smartphones using two USB ports.

Consumers can also charge tablets and other mobile devices by using one of its other high-speed slots. The built-in LED flashlight means that users are prepared for whatever might come their way, and the LED display allows users to check the charge and discharge status.



VARTA Portable Powerpack 6.000

This little big powerhouse measures just 64 by 96 by 22 millimeters and provides the perfect energy kick at home or on the go. Once charged and ready, the Powerpack's battery can fully charge a tablet or two smartphones from on the road.

*Based on iPhone 5S and Samsung Galaxy Tab[®] 4 7.0. Performance may vary by device

VARTA Portable Powerpack 10.400

With this Powerpack, there is no more excuse for missing out on weekend getaways in the great outdoors. This little helper is capable of charging four smartphones or 1.5 tablets – perfect for anyone depending on their cell phone's GPS function.*

*Based on iPhone 5S and Samsung Galaxy Tab[®] 4 7.0. Performance may vary by device

VARTA Portable Powerpack 16.000

Capable of charging six smartphones or three tablets, the VARTA Portable Powerpack 16.000 is the ideal power station for a family getaway or an extended business trip.* This bundle of energy also makes it possible to charge digital cameras, gaming controllers and MP3 players anytime, anywhere.

*Based on iPhone 5S and Samsung Galaxy Tab® 4 7.0. Performance may vary by device

Feel like testing one of the Powerpacks in action? No problem! Get in touch with us by writing to varta@haebmau.de and let us know which of the Powerpacks you would like to try.

Further product and company information can be found at <http://www.varta-consumer.com> and on VARTA Consumer's official [Facebook page](#).

High-res, ready-to-download images can be found at:

www.haebmau.com/VARTA/Downloadbereich/PortablePowerpacks

About VARTA Consumer Batteries GmbH & Co. KGaA

VARTA Consumer Batteries is a provider of innovative high-quality battery, rechargeable battery, charger and flashlight products. Managed from its European head office in Frankfurt/Main, Germany, its 1,650 employees in Europe generate annual sales of around €270 million (2013). The German sales company is based in Ellwangen. With powerful product ideas, developed from over 100 years' worth of experience, VARTA keeps the mobile energy market moving. Besides its power to innovate, VARTA is unique thanks to the breadth of its range and the quality and design of its products. The secret of a successful product mix: an intensive focus on the lifestyle of consumers and close cooperation with retailers. This makes it possible for VARTA to respond quickly and flexibly to current device trends in the dynamic fast-moving consumer goods (FMCG) market and offer the perfect energy solution.

VARTA Consumer Batteries GmbH & Co. KGaA is a part of the Spectrum Brands Group, a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, faucets, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, and personal insect repellents. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in approximately 140 countries. Spectrum Brands Holdings generated net sales of \$4,28 billion in fiscal 2013. For more information, visit www.spectrumbrands.com.

P R E S S R E L E A S E

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Press contact

häberlein & mauerer ag

Henriette Schweiker

Tel.: 089-38108-118

Email: varta@haebmau.de