

Press release

Ellwangen, 21 February 2019

Two days devoted entirely to microbatteries

VARTA Microbattery presents the distributor of the year award

Maintaining partnerships and always keeping up to date with the latest technology are important goals at VARTA Microbattery when it comes to dealing with international sales partners. This week, distribution partners in the electronics industry from all over Germany followed an invitation to come to Ellwangen. The distributor training event was held at the company's headquarters, and this year, a prize was also awarded. VARTA Microbattery presented an award for "Distributor of the year 2018 Europe".

In particular, new staff from the partner companies came to Ellwangen to find out more about VARTA Microbattery products and technologies. The agenda included training in the basics of modern battery technologies, as well as individual product areas. The focus was also on the three new rechargeable lithium-ion cells of the VARTA CoinPower series, which have been on the market since the end of 2018. This year, the "Distributor of the year 2018" for Europe award was also presented. The prize goes to Weisbauer Elektronik, a family-run company from Dortmund. Three representatives from the company accepted the award in person. Philipp Miehlich, General Manager Entertainment & Industrial at VARTA Microbattery, shared the company's pleasure at receiving the award: "For over 40 years, Weisbauer Elektronik has been a strong partner in the electronics industry and is known for its high degree of reliability, honesty and adherence to agreed schedules. This is of great importance to us in our cooperation with our sales partners, and we regard cooperation as partners as being a key factor in our success.

Über VARTA AG

Die VARTA AG als Muttergesellschaft der Gruppe ist über ihre Tochtergesellschaften VARTA Microbattery GmbH und VARTA Storage GmbH in den Geschäftssegmenten Microbatteries und Power&Energy tätig. Die VARTA Microbattery GmbH ist heute bereits ein Innovationsführer im Bereich Mikrobatterien, einer der Marktführer bei Hörgerätebatterien und strebt die Marktführerschaft auch für Lithium-Ionen Batterien im Bereich Wearables insbesondere bei Hearables an. Die VARTA Storage GmbH fokussiert sich auf intelligente Energielösungen für maßgeschneiderte Batteriespeichersysteme für OEM-Kunden sowie auf das Design, die Systemintegration und die Montage von stationären Lithium-Ionen Energiespeichersystemen. Mit fünf Produktions- und Fertigungsstätten in Europa und Asien sowie Vertriebszentren in Asien, Europa und den USA sind die operativen Tochtergesellschaften der VARTA AG Gruppe derzeit in über 75 Ländern weltweit tätig.

Pressebilder:

Photos: VARTA Microbattery GmbH



The VARTA Microbattery “Distributor of the year 2018 Europe” award.



Award ceremony in Ellwangen: The “Distributor of the year Europe” award goes to representatives of Weisbauer Elektronik. From the left: Marius Hettman, Joachim Neuhaus, Sonja Peitl-Steinert (all VARTA Microbattery), Thomas Arnold (Weisbauer Elektronik), Andreas Warta (VARTA Microbattery), Thorsten Braun, Irina Schmidt, Michael Meixner (Weisbauer Elektronik).

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