

Press release

Ellwangen, July 11, 2017

German Team Aims for Medals

Sponsor power one: energy for peak performance.

At the 23rd Deaflympics from July 18 to 30, 2017 in Samsun, Turkey, the Olympic Games for persons with hearing disabilities, some 4,000 athletes from 80 nations will be competing for medals in 21 disciplines. The German team is bringing 110 athletes to Turkey. The team is being supported and equipped by power one, which has been a partner and sponsor of the Deutscher Gehörlosen-Sportverband DGS (German Deaf Sport Federation) for many years.

“The DGS and its top athletes benefit from business support. That’s why we’re so pleased that VARTA Microbattery has been our partner since 2011. Many of our athletes wear hearing aids or implants that depend on batteries,” explains Peter Fiebiger, Communications Manager Samsun 2017, Deutscher Gehörlosen-Sportverband e.V.

With its power one brand, VARTA Microbattery, a subsidiary of VARTA AG based in Ellwangen, Germany, is one of the world’s leading manufacturers of hearing aid batteries. The market continues to grow steadily, and today VARTA Microbattery enables 25 million people around the world to reliably hear again.

“The German athletes can always depend on their hearing aids during competition, because they’re powered by high-performance power one cells,” says Torsten Schmerer, General Manager Retail at VARTA Microbattery. “We’re proud to support the German team and wish all athletes all the best and every success at the Deaflympics 2017.”

Information on the Games and the German athletes may be found at www.samsun2017.de.

About VARTA AG

As the parent company of the Group, VARTA AG is active in the business segments microbatteries and Energy Storage Solutions through its operating subsidiaries VARTA Microbattery GmbH and VARTA Storage GmbH. VARTA Microbattery GmbH is innovation leader in the microbattery sector, market leader with hearing aid batteries and strives for market leadership for lithium-Ion batteries. VARTA Storage GmbH focuses on the design, system integration and assembly of stationary lithium-ion energy storage systems for residential households and customized battery storage systems for OEM customers. The Group’s operating subsidiaries are currently active in more than 75 countries around the world with four production and assembly facilities in Europe and Asia, as well as distribution centers in Asia, Europe and the United States.

About power one

VARTA Microbattery’s focus on high-tech premium hearing aid batteries makes its power one brand the hearing-aid battery of choice world-wide. This unique success is due to uncompromising quality and reliability, extremely long service lives and maximum ease of use. All power one batteries are

manufactured in Ellwangen, Germany, in one of the world's largest and most advanced hearing-aid battery factory, and are certified according to DIN EN ISO 9001, DIN EN ISO 14001 and DIN ISO 50001.

Press photos



Source: VARTA Microbattery GmbH



power one supports all teams like Tennis and women's soccer.

Source: DGS/photo: Peter Schöler

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