



Varta Fachanzeigen Layout Stufe 1 - 13.05.2005



Experience the best Varta ever.

Varta's laboratories have developed a new formula for **High Energy** and **Max Tech** – they are now more powerful than ever.

Best product performance!

The **TRIPLE ENERGY FUSION FORMULA** boosts the product performance to an outstanding level. More energy for everyone – everywhere!

Best design & packaging concept!

Significant increase of likeability due to the **evolutionary upgrade** of design and the **Fresh-Pack** concept.

Best relaunch-promotion program

Strong display support and newly designed multi-locations increase the customers purchase frequency and generate impulse buys!



Experience the best battery ever. **Made by Varta!**

Varta's laboratories have developed a new formula for **High Energy** and **Max Tech** – they are now more powerful than ever.

Best product performance



The **TRIPLE ENERGY FUSION FORMULA** boosts the product performance to an outstanding level. More energy for everyone – everywhere!

Best design & packaging concept

Evolutionary upgrade of design, and significant increase of likeability. Almost **90% think the new concept is relevant.**

Fresh Pack:

Easy to open, practical for storage and differentiation of used batteries



Best relaunch- promotion program

Strong display support and newly designed multi-locations increase the customers purchase frequency and generate impulse buys!

 **VARTA**
CONSUMER BATTERIES

MEMBER OF THE  GROUP

Varta reserves the right to make technical modifications to the products presented.



The longest lasting Varta ever!

Varta's laboratories have developed a new formula for **High Energy** and **Max Tech** – they are now more powerful than ever.



Best product performance

3 times more energy with the **TRIPLE ENERGY FUSION FORMULA!**

High Energy is the best battery for powerful devices.

Max Tech is the best battery for high-tech devices.



Best design & packaging concept

Significant increase of likeability due to the **evolutionary upgrade** of design and the **Fresh-Pack** concept.



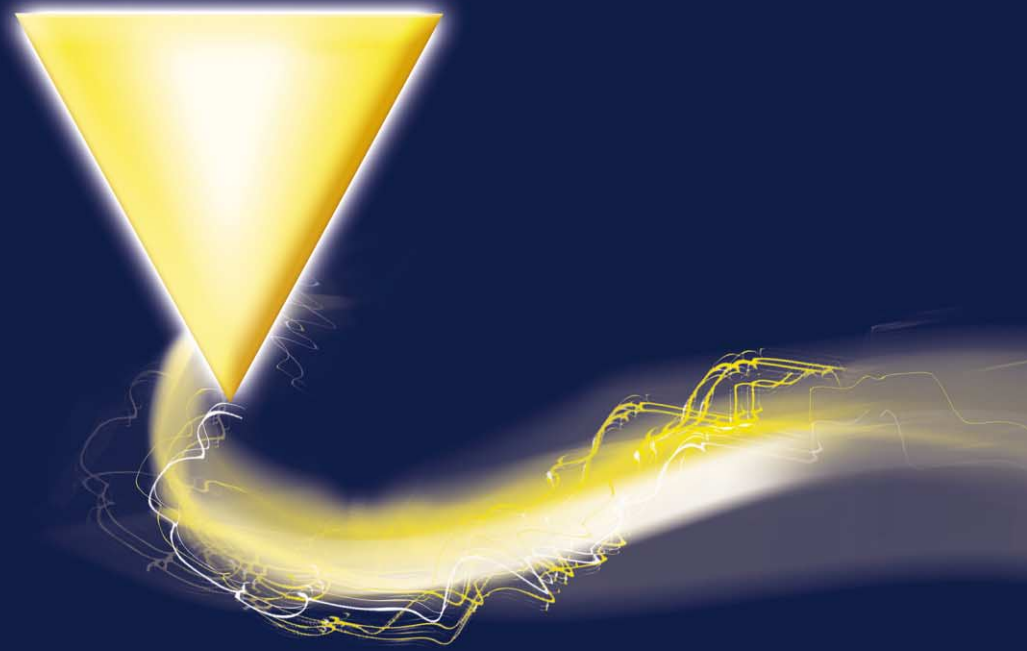
Best relaunch-promotion program

Strong display support and newly designed multi-locations increase the customers purchase frequency and generate impulse buys!



Varta reserves the right to make technical modifications to the products presented.





Experience the ...

... best VARTA ever!



Best product performance!

Varta's laboratories have developed a new formula for **High Energy** and **Max Tech** – they are now more powerful than ever.

3 times more energy with the TRIPLE ENERGY FUSION FORMULA!

High Energy is the best battery for powerful devices.



Max Tech is the best battery for high-tech devices.



Best design & packaging concept!

Significant increase of likeability due to the **evolutionary upgrade** of design and the **Fresh-Pack** concept.



Experience.

3 times more energy with the
TRIPLE ENERGY FUSION FORMULA!



The best battery ever.

Made by Varta.

High Energy is the best
battery for powerful devices.

- **16% average performance increase** across all 6 IEC tests vs. current High Energy! **Up to 24%** in individual IEC tests.
- **The longest-lasting Varta ever!**

Max Tech is the best battery
for high-tech devices.

- **A special zinc powder** delivers more precise energy
- **10% performance increase** for high-tech devices

Leading.

Varta's laboratories have developed a new formula for **High Energy** and **Max Tech** – they are now more powerful than ever.



High Energy: 

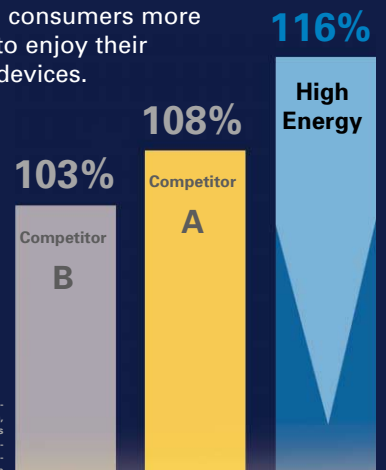
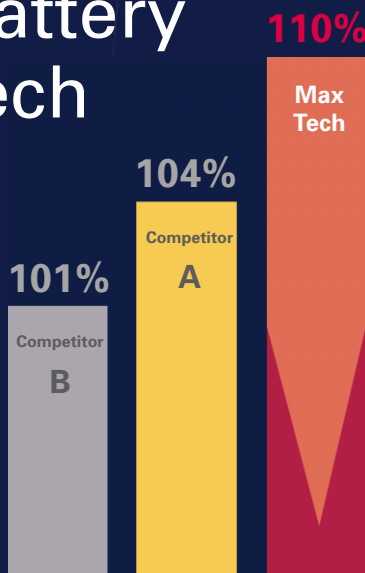
Leading battery on the market!

- 16% average performance increase across all 6 IEC tests vs. current High Energy! Up to 24% in individual IEC tests.
- The longest-lasting Varta ever!
- We give consumers more energy to enjoy their mobile devices.

Max Tech: 

Leading battery for high-tech devices

- A special zinc powder delivers more precise energy
- 10% performance increase for high-tech devices



Source: IEC test performance and projection, AA, of key competitors from EU market retrieval, Jan 2005, and production samples

Source: High drain Index (IEC photo flash and Varta digital camera test) and projection, AA, of key competitors from EU market retrieval, Jan 2005, and production samples

 **VARTA**
CONSUMER BATTERIES

MEMBER OF THE  GROUP

Leading!

Varta's laboratories have developed a new formula for **High Energy** and **Max Tech** – they are now more powerful than ever - 3 times more energy due to the **TRIPLE ENERGY FUSION FORMULA!**

High Energy:



Leading battery on the market!

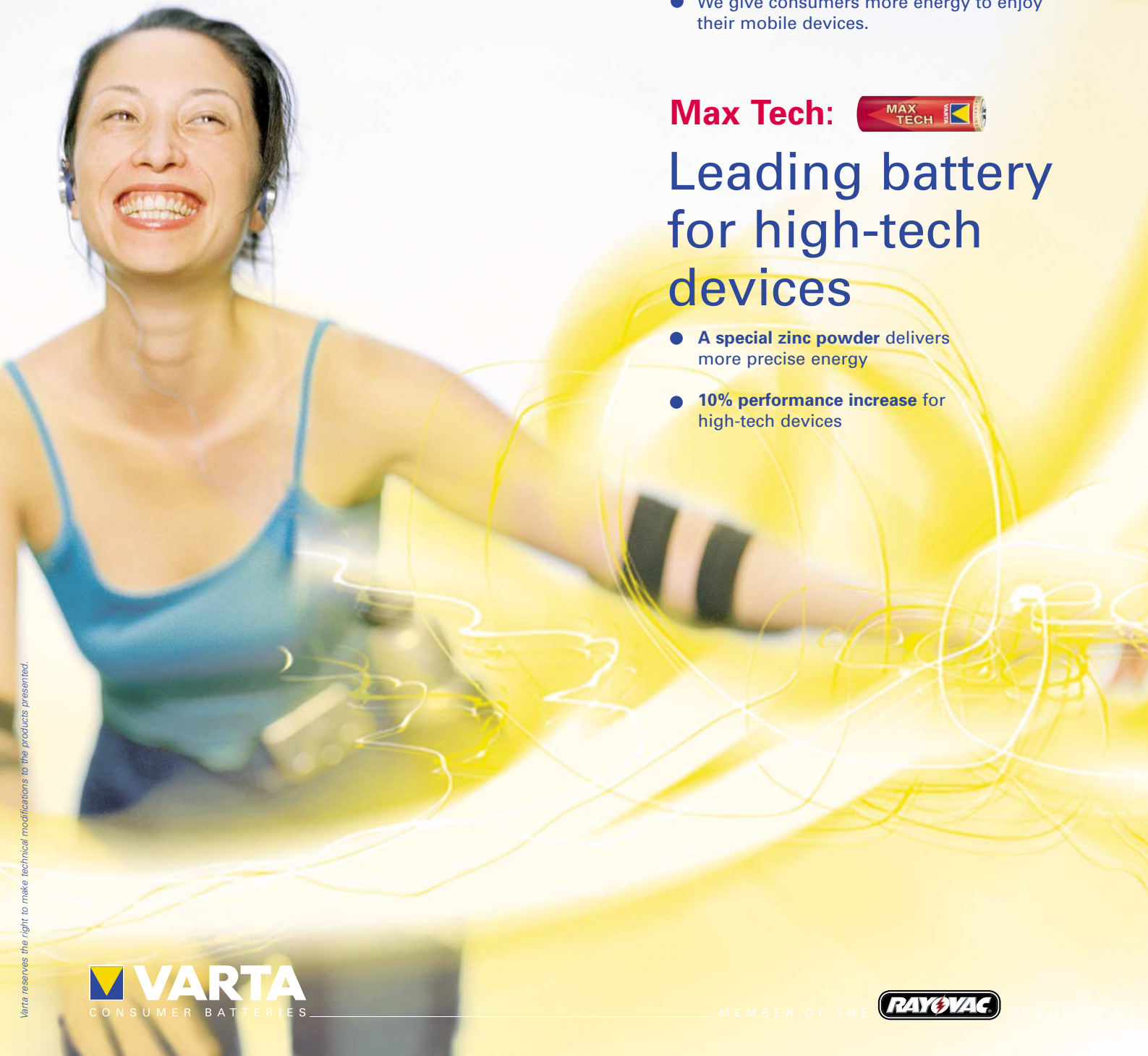
- **16% average performance increase** across all 6 IEC tests vs. current High Energy! **Up to 24%** in individual IEC tests.
- **The longest-lasting Varta ever!**
- We give consumers more energy to enjoy their mobile devices.

Max Tech:



Leading battery for high-tech devices

- **A special zinc powder** delivers more precise energy
- **10% performance increase** for high-tech devices



Varta reserves the right to make technical modifications to the products presented.

The new Varta: Users choice!

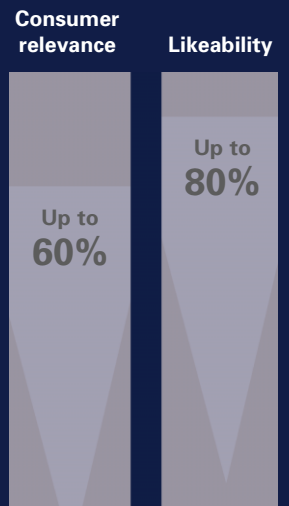


Best design & best packaging concept.

Tested & approved!

Significant increase of likeability and consumer purchase. Almost 90% think the new concept is relevant.

- Up to 80% of the consumers tested really liked the new packaging concept.
- More than 60% of the consumers thought the new packaging concept was relevant.
- The new "Fresh Pack": convenience in product handling!



*Source: European market research 2004

The new Varta:

Eyecatcher.

Best design & best packaging concept takes the battery market to a new level!



Tested & approved!

Significant increase of likeability and consumer purchase. Almost 90% think the new concept is relevant.

- Up to 80% of the consumers tested really liked the new packaging concept.
- More than 60% of the consumers thought the new packaging concept was relevant.
- The new "Fresh Pack": convenience in product handling!

Consumer relevance

Likeability

Up to 60%

Up to 80%



*Source: European market research 2004

 **VARTA**
CONSUMER BATTERIES

MEMBER OF THE  GROUP