

25. Oct, 2011

**SANYO Celebrating 200 million global shipments<sup>\*1</sup> with “eneloop tones chocolat”**

On display at “Tokyo Midtown DESIGN TOUCH 2011”



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Tokyo, October 25, 2011 - SANYO Electric Co., Ltd. (SANYO), a world leader in rechargeable battery technology, is pleased to announce that the shipments of its highly appraised “eneloop” rechargeable batteries have reached 200 million globally<sup>\*1</sup>. In order to celebrate this astounding achievement and to show appreciation to the users of “eneloop” batteries, SANYO will release 200,000 packs of its limited edition “eneloop tones chocolat” batteries, an 8-color pack of “eneloop” rechargeable batteries based on the concept of a box of chocolates and colored in a variety of tones of brown.

In addition, “eneloop tones chocolat” will also be on display at the “Life with eneloop” booth at “Tokyo Midtown DESIGN TOUCH 2011”, a design event to be held at the Tokyo Midtown Galleria from October 28 to November 6.

Since their original release in 2005, “eneloop” rechargeable batteries have gone on to receive high appraisal for their user friendly characteristics, such as being ready for use immediately after purchasing, being rechargeable for repeated use and their low self-discharge rate which allows them to be used even after a long period of storage.

As a member of the Panasonic Group which is aiming to become the “No. 1 Green Innovation Company in the Electronics Industry”, SANYO, is striving to promote a lifestyle that values re-using and recycling through “eneloop” and to make a recycling-orientated lifestyle more convenient and accessible for people all over the world.

Product	Nickel-metal hydride rechargeable battery “eneloop” 8 color pack		“eneloop tones chocolat” double/triple speed charger set with 4 AA size batteries
Battery	AA size 8 color battery pack	AAA size 8 color battery pack	AA size “chocolat” color x2 and AA size “champagne” color x2
Product Number	HR-3UTGB-8C	HR-4UTGB-8C	BC-KJR01C34
Product Name	eneloop tones chocolat		-
MSRP	Open <sup>*2</sup>		Open <sup>*2</sup>
Release Date	November 14, 2011 <sup>*3</sup>		January 13, 2012 <sup>*3</sup>
Number of Units	150,000 packs	50,000 packs	20,000 sets

<sup>\*1</sup> The total number of global shipments as of October 24, 2011, is 190 million. The total number of global shipments is expected to reach 200 million in December, 2011.

<sup>\*2</sup> No manufacturer’s suggested retail price is set for a product with an open price.

\*3 The products will be available in Japan only (as of the release date).

1. **Celebrating over 200 million global shipments\*<sup>1</sup> of eneloop and the 6 year anniversary of their release, new limited edition “eneloop tones chocolat” 8 color pack**

The batteries themselves are the recently announced new “eneloop” batteries, which once charged, maintain approximately 90% of their capacity after 1 year and approximately 70% after 5 years\*<sup>3</sup> and can be recharged up to approximately 1,800 times\*<sup>4</sup>.

2. **On display at the “Life with eneloop” booth at “Tokyo Midtown DESIGN TOUCH 2011”**

<Related Web Sites>



eneloop global site



Tokyo Midtown  
DESIGN TOUCH 2011  
website

**About the new limited edition “eneloop tones chocolat” 8 color pack**

The total number of global shipments of “eneloop” batteries from their first release on November 14, 2005, is expected to reach 200 million in December, 2011. To celebrate this, SANYO will release 200,000 packs of the limited edition “eneloop tones chocolat” AA and AAA size 8 color battery packs in time with the 6th anniversary of the release of the original “eneloop”.

Designed on the concept of a box chocolates, the “eneloop tones chocolat” 8 color pack comes in the following 8 delicious colors: “champagne”, “curacao”, “orange peel”, “chocolat”, “café mocha”, “café au lait”, “blanc” and “green tea”. These different colors bring both variety and convenience to the user, allowing them to choose their batteries based on their taste or mood or to distinguish between batteries that are already charged or need charging.

The environmentally friendly packaging is also based on the “chocolat” theme, with a calm design emphasizing the color brown. The packaging which can also be used as a case for the batteries, includes an easy to use slide cover, and like previous “eneloop” packaging, the single material used in the packaging is recycled PET.

From January 13, 2012, a limited edition charger set including 4 AA size “eneloop tones chocolat” batteries (“chocolat” x 2 and “champagne” x 2) will also be available.

# eneloop tones chocolat



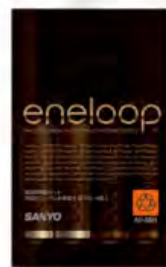
AA size nickel-metal hydride  
rechargeable batteries  
HR-3UTGB-8C



AAA size nickel-metal hydride  
rechargeable batteries  
HR-4UTGB-8C



Both AA size and AAA size batteries come in the same range of colors.



“eneloop tones chocolat” double/triple  
speed charger set with 4 AA size batteries  
BC-KJR01C34

The batteries themselves are the recently announced new “eneloop” batteries due to be released on the same day. These new “eneloop” batteries feature a number of improvements over previous models\*<sup>5</sup>, such as improved low self-discharge technology, which allows them to maintain their capacity for a longer period, with approximately 90% remaining after a year and

approximately 70% remaining even after 5 years<sup>\*3</sup>, and can also be recharged approximately 1,800 times<sup>\*4</sup>.

In addition, like all other batteries in the “eneloop” series, in accordance with the “Green Power Certification Scheme”, part of the energy used at the time of manufacture (equivalent to the energy used to charge the batteries) is covered by “green energy” generated from photovoltaic (PV) generation. This is part of SANYO’s initiatives to realize the “Clean Energy Loop”, where energy is created by PV systems, stored in batteries and used efficiently when required, embodying the concept of “energy looping”, from which “eneloop” was based from production to performance.

## About the exhibition at “Tokyo Midtown DESIGN TOUCH 2011”

The theme for the exhibition is “Life with eneloop”.

Just one small battery. However there are times when the energy stored in that battery may become an indispensable source of comfort and support. Over the years, we have developed the “eneloop” series into a wide range of easy-to-use products whilst always bearing in mind the importance of being able to use energy when it is needed. Through “eneloop”, we wish to promote a sustainable lifestyle utilizing energy from the sun in both our daily lives and in times of emergency.

The main focus of the exhibition will be on the design of the world-wide acclaimed “eneloop” batteries, with the new “eneloop pro” and “eneloop plus” series as well as other limited edition “eneloop” batteries also exhibited. The exhibition will also see this year’s limited edition “eneloop tones chocolat” series on display ahead of their official release, offering visitors to the event an ideal opportunity to experience the design behind “eneloop”.

### Tokyo Midtown DESIGN TOUCH 2011

Place : Tokyo Midtown Galleria B1F Exhibition Space  
 Date : 28 October - 6 November, 2011  
 Time : 11:00 - 21:00  
 Products on Display : “eneloop” and related products



<sup>\*3</sup> According to internal testing where the battery is left at room temperature (20°C), (Discharge current: 0.2It, Discharge cutoff voltage; 1.0V/cell)  
<sup>\*4</sup> Estimate based on the IEC61951-2(7.4.1.1) testing conditions. (The number of times a battery can be charged and discharged changes according to the conditions of use and the equipment used)  
<sup>\*5</sup> Compared to HR-3UTGA, HR-4UTGA

## Specifications

Product	Nickel-metal Hydride Rechargeable Batteries	
	AA size eneloop 8 color pack	AAA size eneloop 8 color pack
Product Number	HR-3UTGB-8C	HR-4UTGB-8C
Nominal Voltage	1.2V	1.2V
Capacity (Min.) <sup>*6</sup>	1900mAh	750mAh
Dimensions	14.35mm (diameter) x 50.4mm (height)	10.5mm (diameter) x 44.5mm (height)
Weight	Approx. 27g	Approx. 13g
Package Dimensions	W160 x D17 x H75mm	W129 x D13 x H68mm
Package Weight	Approx. 240g	Approx. 115g
Product Name	“eneloop tones chocolat” double/triple speed charger set with 4 AA size batteries	

Product Number	BC-KJR01C34
Charging Time	For 1 battery, triple speed charging possible For 2 batteries, double speed charging possible AA eneloop x1: approx. 75 mins AA eneloop x2: approx. 110 mins AA eneloop x1-4: approx. 220 mins
Charger set Dimensions	W65 x D28 x H105mm
Charger set Weight	Approx. 95g (except battery)
Package Dimensions	W67 x D31 x H130mm
Package Weight	Approx. 230g
Contents of set	Charger (NC-TGR01-K: black) x 1 AA size "eneloop tones chocolat" battery x 4 ("champagne" x2, "chocolat" x2)

\*6 Minimum battery capacity based on the IEC61951-2(7.2.1) testing conditions.