

Save More with the Newly Enhanced SANYO enloop Batteries
New 'enloop' can be recharged up to 1,500 times¹ and comes in 8 vibrant colours

Singapore, 3 May, 2010 – SANYO Energy (S) Corporation, a subsidiary of SANYO Electric Co., Ltd. (SANYO), has launched a newly-enhanced version of its award-winning rechargeable batteries that promise longer battery life, cost and environmental benefits – and comes in eight vibrant colours!

The new batteries can now be recharged up to 1,500 times¹, 1.5 times more than its previous capability and their lively hues make embracing the eco-friendly lifestyle more fun and affordable.

The improved recharging capability of the new enloop batteries allow consumers to save costs while reducing waste. SANYO's effort to reduce the generation of environment waste and encourage eco-friendly habits among consumers is in line with their vision to help protect our Mother Earth.

Mr Takehiro Matsui, Senior Manager of SANYO Energy said, "This launch is a significant milestone for SANYO and we are excited to bring to consumers our latest enloop rechargeable batteries that will not only generate extra cost-savings but also more environmental benefits."

New technology to boost performance

To increase the durability of enloop batteries, the original super-lattice alloy - a negative-electrode material used in enloop - has been enhanced with an additive coating to reduce the deterioration caused by repeated charge and discharge.

By leveraging on the improved super-lattice alloy and cell structure, a fully-charged enloop battery has a lower self-discharge rate as compared to typical rechargeable batteries in the market. This enhanced feature also makes the batteries ready for use out of its packaging even after three years of storage².

Solar power for 'Clean Energy Loop'

In accordance with Green Power Certification System³, the new enloop batteries are pre-charged by green power from photovoltaic generation. This means that part of the electric power used for manufacturing enloop is generated by using clean, renewable solar energy.

This concept of producing and converting energy to performance is termed 'Clean Energy Loop', the thought behind the name 'enloop', and forms part of SANYO's initiative where power generated from renewable energy sources is stored, conserved and used efficiently for power-driven applications when needed.

Recycled PET packaging

To reduce waste from packaging materials, SANYO's enloop batteries use recycled polyethylene terephthalate (PET) material for all its battery packages. The package need not be sorted and separate when disposed for recycling and can even be used as a battery storage case.

Crayon-inspired enloop batteries – enloop tones

Apart from the generic enloop batteries that come with its signature white casing, a new range of crayon-inspired enloop rechargeable batteries - 'enloop tones' - will also offer consumers all these enhanced features. The eye-catching AA-size 'enloop tones' pack comes in eight exciting and lively colours - purple, pink, orange, yellow, light green, green, light blue and blue. It is now easier to recall which ones are charged and which ones need boosting. Now, tech products can also become an interesting application of your daily life!

The new 'enloop tones' will retail at S\$47.90 respectively and are available at Best Denki, Dufry, Sprintcass, Selffix, Carrefour and Homefix from 1 June onwards.

*1 An indication based on International Electrotechnical Commission 61951-2(7.4.1.1) testing method on battery life.

*2 A fully-charged battery will be capable of discharging 75% of its initial capacity after 3 years of storage at room temperature (AAL 740mA discharge current, 1.0V/cell discharge cut voltage)

*3 Through the Green Power Certification System, the amount of energy equivalent to that used for factory pre-charging is covered by energy generated from solar power

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Outline and Background of “enloop”

‘enloop’ was developed on the concept of “looping energy”. Since the first launch of the revolutionary ‘enloop’, an AA-sized Nickel-metal hydride rechargeable battery in November 2005, SANYO has designed and developed various battery cells, such as AAA-size ‘enloop’ or the recently announced C- and D-size ‘enloop’ and ‘universal charger’ in response to popular demand. With these ‘enloop’ battery solutions, SANYO proposes creating a new “lifestyle that values reusing and recycling”, contrary to the popular “use and throw away” lifestyle. The ‘enloop’ battery combines the benefits of dry cell batteries by coming pre-charged with the economic and environmental benefits of rechargeable batteries, rechargeable approximately 1,500 times¹. Having received and still continuing to receive high market acclaim, ‘enloop’ battery shipments have reached an amazing cumulative total of 100 million cells to more than 60 countries worldwide (As of November 2009). In addition, SANYO has created a product series based on the ‘enloop’ concept of “a lifestyle that values reusing and recycling” named the ‘enloop universe products’. For more information, please visit <http://www.enloop.com.sg>

*1 An indication based on International Electrotechnical Commission 61951-2: 2003 (7.4.1.1) testing method on battery life.

About SANYO

SANYO Electric Co., Ltd. is a global, leading provider of energy, environment and lifestyle applications. SANYO covers a broad range of products and services such as rechargeable batteries, photovoltaic systems, biomedical equipment, HVAC/R systems, digital imaging devices, home appliances, electronic components and others. For further information, please visit SANYO's web site at <http://sanyo.com/>.

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