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## **VARTA Microbattery powers up Anglia for the UK and Ireland**

*Anglia enters the battery market with VARTA agreement*

**Wisbech, UK 22 February 2011** – VARTA Microbattery, the premier brand in compact battery products, and Anglia today announced that they have signed a distribution agreement. Under the agreement, Anglia will support the full range of VARTA Microbattery products, technologies and chemistries in the UK and Ireland with a stock profile held at its warehouse in the UK.

According to Alex Stapleton, Distribution Manager for the UK and Ireland for VARTA Microbattery, “Anglia’s strong presence in the M2M wireless market gives them the opportunity to take VARTA batteries to a new customer base that our established network doesn’t fully reach. We have very high confidence in their technical experience, and their ability to take a consultative approach to help the customer select the right battery product to address each application.”

He continued, “VARTA believes in building long term partnerships with its distribution channels, especially as batteries present unique challenges not seen with any other electronic component. We went through a very detailed process of due diligence with Anglia prior to their appointment to ensure that they were not only qualified to sell and support our products from a technical perspective, but also that they understood the legislative and health and safety framework surrounding batteries. We concluded that both their compliance and their technical teams were second to none, and that they are therefore an ideal partner to take our very unique portfolio to the UK market.”



John Bowman, Marketing Director – Semiconductors at Anglia said, “VARTA is a world leader in batteries, and our agreement with them enables us to provide a much more complete solution to our M2M customers as well as to our wide base of industrial, medical and scientific customers offering portable products. VARTA’s Li-ion products are particularly important for M2M applications where we are designing in Cinterion, Fastrax and connectBlue modules. These modules all need a power source and Li-ion is the preferred choice. We can also now offer custom designed battery modules for permanent integration into portable products if required.”

Bowman continued, “Anglia will be supplying customers with VARTA batteries from its UK warehouse, and will therefore be the ‘producer’ as defined by UK batteries directive legislation. UK customers who source all of their battery requirements from Anglia are therefore relieved of the burden of compliance with the batteries directive.”

VARTA Microbattery is a market leader for a wide range of battery technologies from the standard Alkaline AA batteries used in remote controls to Lithium Ion (Li-ion) battery technology which powers the majority of the world’s handheld devices today.

### **VARTA Microbattery GmbH**

VARTA Microbattery is one of the major battery manufacturers in the world maintaining production facilities globally in order to supply more than 100 countries with quality products. The headquarters of the company is in Germany, Ellwangen. We develop and produce batteries comprising of many electrochemical systems and cell geometries. As a global system supplier we provide the best solution possible to satisfy our customers’ application requirements.

### **About Anglia**

Anglia is the UK’s leading independent authorised distributor of semiconductors, optoelectronics, interconnect, and passive and electromechanical components. The



company is a signatory of the ADS SC21 programme and holds AS9120, ISO9001, ISO14001 accreditations and IECQ-CECC qualification. Anglia's exceptional technical support spans a fast sampling service, telephone advice from product specialists, on-site visits from field applications engineers and, ultimately, electronics design. An in-house team of designers adds expert resources to customers' design teams, helps reduce final product costs and accelerates development times. Anglia stocks over 700 million components from 500,000 product lines in the UK, and streamlines its customer's logistics and reduces costs through KAN-BAN, EDI, and customer-dedicated inventory.

**For further details please contact:**

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