

Despicable? Anything but! The Minions are back and they've brought along the new VARTA Minions kids lights!



The new VARTA kids lights – for all Minions fans

Genuine Minions fans enthusiastically shout “BANANAAA!” when they see the expanded Minions range from VARTA Consumer Batteries. Because now, thanks to the Minions Head Light and the Minions Lantern, these popular yellow heroes join little and big adventurers on every voyage of discovery. Starting June 30th, the banana-crazy Minions will be making a comeback in movie theaters with their latest film “Despicable Me 3”. To accompany the new movie, the Minions Head Light as well as the Minions Lantern are now available online and in stores.

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ELLWANGEN, 06.07.2017

The comeback of Felonious Gru's yellow helpers

The loveable Minions have been heroes on the silver screen ever since their first appearance in the film, "Despicable Me", which debuted in movie theaters seven years ago. Not only children, but also many teenagers and adults are enthusiastic fans of the irresistible Minions and their ringleader Felonious Gru. Under the leadership of Mel, the newest Minion, the little yellow fellows will again conquer cinemas and win the hearts of moviegoers with "Despicable Me 3", which premieres this summer. VARTA's new kids lights are practical, attractively styled daytime and nighttime companions for everyone who wants to follow the Minions on their own exciting journey. These new lights inspire fans aged three and up to be creative and to experience their own adventures.



Minions Head Light

Dimensions (W x H x D):	83 x 46 x 53 mm
Weight:	63 g
Beam range:	up to 4 m
Runtime:	up to 1.2 h
Total light output:	up to 13 lm
Light source:	1 x SMD warm white LED
Batteries (incl.):	1 x AAA High Energy
Guarantee:	3 years
RRP (including VAT):	€11.99

Minions Lantern

Dimensions (W x H):	108 x 270 mm
Weight:	148 g
Beam range:	up to 3 m
Runtime:	up to 35 h
Total light output:	up to 38 lm
Light source:	1 x SMD cold white LED
Batteries (excl.):	4 x AA High Energy
Guarantee:	3 years
RRP (including VAT):	€12.99

The luminous Minions Head Light for big and little adventurers

Whether in a park, on a playground or at a campsite, the Minions Head Light assures optimal visibility and leaves both hands free for playing. By simply pressing the easily accessible button on the circular head light, the glowing eye in Minions goggles styling lights the way to the next adventure. To assure that the Minions Head Light with its comfortable foam padding

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always fits perfectly, the washable head strap can be shortened or lengthened to suit heads of all sizes. The head light has a screwed compartment for its batteries and has passed tests which prove that it's tough enough to survive a fall from a height of one meter. These features make the head light more than just a fun accessory: it's also a child-safe and robust companion for voyages of discovery.

Full light ahead with the Minions Lantern

Dave, Kevin, Stuart, Bob and their friends try to "outdance" one another on the lantern, and the print of the popular Minions around the transparent viewing window of the blue-and-yellow light invites everybody to join the fun. A rotatable on-off switch makes it child's play for even the littlest Minions fans to easily operate this handy lantern. With its pastel-blue handle and hinged banana-yellow hook, the Minions Lantern is an indispensable companion and accessory: it can be conveniently carried by its handle or its hook, and it can also be hung from a tree branch, a tent post or a backpack to leave both hands free. As the Minions say, "*Nu le pinyu!*" – "Time for adventure!".

Request a sample:

Are you a journalist and feel like testing a Minions Head Light or Lantern? No problem! We are happy to arrange to send you a sample. Simply get in touch with us by writing to varta@haebmau.de.

For further information about VARTA Consumer products and the company visit:

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About VARTA Consumer Batteries GmbH & Co. KGaA

VARTA Consumer Batteries GmbH & Co. KGaA is part of Spectrum Brands Holdings, a global and diversified consumer products company and a leading supplier of consumer batteries, shaving and grooming products, small household appliances, specialty pet supplies, lawn and garden products and auto care products. Spectrum Brands Holdings generates annual sales of around \$5.04 billion and has a total of 15,700 employees. VARTA Consumer Batteries is a European market leader for innovative high-quality batteries, rechargeable batteries, chargers and lights. Controlled from its European head office in Frankfurt am Main, Germany, it generates annual sales of around €275 million. The German sales company is based in Ellwangen. Thanks to its powerful product ideas, developed on the basis of

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over 125 years' experience, VARTA Consumer is a constant source of impetus in the mobile energy market. Alongside its innovative capabilities, the breadth, quality and design of its product range make VARTA Consumer a unique force on the market. Intensive focus on consumers' lifestyles and close collaboration with retailers is the secret to a successful product mix. This makes it possible for VARTA Consumer to respond quickly and flexibly to the latest consumer device trends and provide the dynamic fast-moving consumer goods (FMCG) market with optimum energy solutions.