PRESS RELEASE

ELLWANGEN, 21.04.2017

Fantasy-filled adventures in dreamland with the new Paul The Bear kids lights from VARTA Consumer Batteries

The Paul The Bear Flashlight – light and toy in one!

Have fun, explore and dream: The new Paul The Bear lights for children of three years and above make fantasy-filled playmates in the daytime and keep the dark away at night. The Paul The Bear Flashlight, Paul The Bear Head Light and Paul The Bear Night Light creatively immerse children in the story of Paul and his biggest dream, to fly to the moon. All the products in the Paul The Bear kids light range will be available from retailers from now on.

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VARTA CONSUMER BATTERIES

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Paul The Bear's story

Like all bears, Paul The Bear loves honey. Every night before he falls asleep, he dreamily looks up to the moon and thinks that it looks like a giant, delicious pot of honey. That's why there is nothing Paul wants more than to fly to the moon. And he already knows exactly how he'll get there: He'll just fly in his rocket! His flashlight will guide him the way and invites boys and girls to join his adventures.

Paul The Bear Flashlight		Paul The Bear Head Light		Paul The Bear Night Light	
Dimensions (W x H x D):	42 x160 x 62 mm	Dimensions (W x H x D):	67 x 47 x 63 mm	Dimensions (W x H x D):	125 x 165 x150 mm
Weight:	79 g	Weight:	48 g	Weight:	229 g
Beam Range:	up to 12 m	Beam Range:	up to 3 m	Beam Range:	up to 2 m
Runtime:	up to 195 hours	Runtime:	up to 40 hours	Runtime:	up to 400 hours
Total light output:	up to 4 lm	Total light output:	up to 6 lm	Total light output:	up to 6 lm
Light source:	5 mm LED	Light source:	3 LEDs	Light source:	5 mm LED
Batteries (incl.):	2 x AA High Energy	Batteries (incl.):	3 x AAA High Energy	Batteries (incl.):	3 x AA High Energy
RRP (incl. VAT):	**€ 7.99**	**RRP** (incl. VAT):	**€ 11.99**	**RRP** (incl. VAT):	**€ 16.99**

Paul The Bear Flashlight – the creative light for explorers

The Paul The Bear Flashlight is a great toy in the daytime and a rocket-ride to dreamland in the evening. The Paul The Bear figure in the rocket doubles as the flashlight's on and off slide switch. The 5 mm LED offers optimum visibility for night-time adventures outdoors, or for reading under the covers. The flashlight features a practical automatic shut-off after 30 minutes and a childproof battery compartment.

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On discovery tour with the Paul The Bear Head Light

Pressing the bear's nose is enough to make Paul's beaming smile light the way wherever kids go or play. To make sure that the head light always sits comfortably, adjusting the soft head strap is child's play – the adventure can begin right away. And if the little explorers get caught up in the excitement and forget to turn the light off, the Paul The Bear Head Light turns itself off automatically after 30 minutes. Another safety bonus is the childproof battery compartment.

The Paul The Bear Night Light brings the stars into your child's bedroom

A light touch of the touch sensor on the honey pot projects stars, rockets and the moon onto the ceiling, as if by magic. The warm light of the stars above creates a cozy, sheltered atmosphere that makes children feel protected as they fall asleep, so that they can dream of Paul and his adventures. A slide switch on the bottom of Paul's honey pot allows the night light's automatic shut-off time to be set to 30 or 60 minutes.

Request a sample:

Are you a journalist and feel like testing a Paul The Bear kids light in action? 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:

Webpage | Facebook | Newsletter

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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 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 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.