

**Panasonic**

# eneloop

Ready to use Rechargeable Battery <sup>TM</sup>

PRODUCT CATALOGUE 2022



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# What is eneloop?

The only battery you will ever need!

eneloop is the pre-charged, long-life, recyclable rechargeable battery that saves energy and money by being able to be charged and discharged up to 2100 times<sup>(1)</sup>.

eneloop represents a new lifestyle

eneloop is the next generation of environmentally friendly batteries that combines the convenience of primary batteries with the advantages of rechargeable batteries. It is Ready to Use straight after purchasing and it can be stored for a long period of time.



Help change the future of our environment by changing your battery

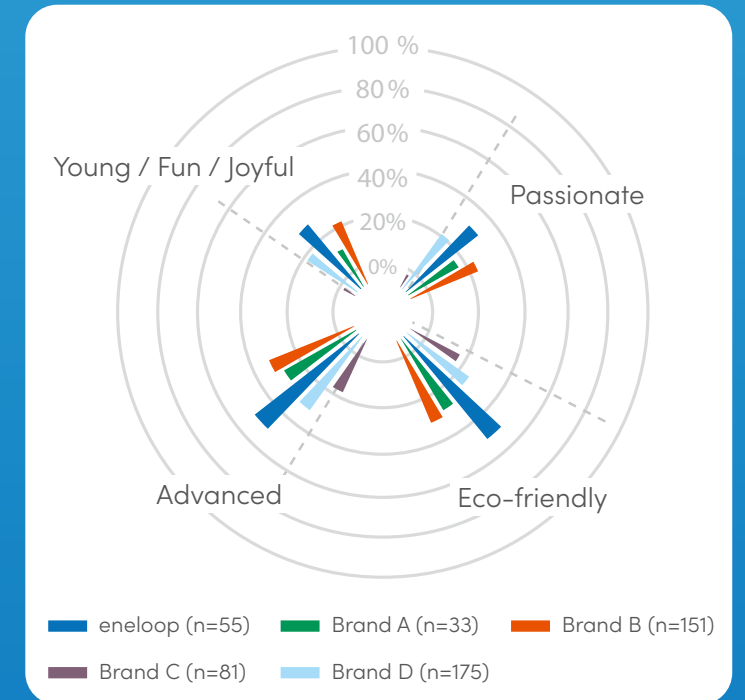
How many batteries are we using and throwing away every year...  
 What can we do to save our environment...  
 What is the idealistic eco-friendly battery for the future...

eneloop is Panasonic's answer.

<sup>(1)</sup> Battery cycle life 2100 times based on testing method established by IEC 61951-2 (7.5.1.3). 600 times based on IEC 61951-2 2017 (7.5.1.4). Varies according to conditions of use.

Research<sup>(2)</sup> has confirmed that eneloop is perceived to be the most eco-friendly, young, fun & joyful rechargeable brand compared to other rechargeable batteries, which have the same brand image values as alkaline batteries.

## eneloop's brand image<sup>(2)</sup>



## eneloop worldwide

Sold in over **70** countries<sup>(3)</sup>

**550** million batteries shipped worldwide<sup>(4)</sup>

Registered trademark in over **60** countries<sup>(5)</sup>



<sup>(2)</sup> Source: Haystack rechargeable online survey July 2018. n:2007 in GE, PL, UK, IT and FR. <sup>(3)</sup> As of November 2020. <sup>(4)</sup> As of May 2021. <sup>(5)</sup> As of January 2019.

Panasonic

Contributing to a sustainable lifestyle.



**eneloop is a rechargeable battery**

eneloop is a rechargeable battery offering a new lifestyle choice to customers. Developed with the concept of sustainability and care for the Earth, eneloop embodies the principles of 'Recharge' and 'Reuse' for realizing a Clean Energy Society. eneloop uses energy from the sun and envisions sustainable Clean Energy Lifestyle by encouraging repeated use. We will continue to offer Clean Energy Solutions so that we can live in harmony with the Earth.



**eneloop**  
Ready to use Rechargeable Battery™



[www.panasonic-eneloop.eu](http://www.panasonic-eneloop.eu)

# For a sustainable lifestyle

## Use eneloop to save resources!



**FOR A SUSTAINABLE LIFESTYLE**

Each year, approximately 40 billion batteries are used worldwide. Replacing even a small percentage of these with eneloop will help save resources and conserve the environment.

*eneloop is the world's nature friendly battery.*

## Solar charged + Ready to Use

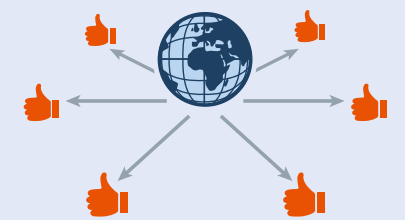
Pre-charged by solar energy and ready to use, eneloop is the world's nature friendly battery.



## World acclaimed quality

eneloop is shipped to over 70 countries and its Japanese inspired design and production are appreciated by consumers all over the world. Users feel a high level of satisfaction.

**Made in Japan**  
**+95% Satisfaction<sup>(1)</sup>**



<sup>(1)</sup> Based on an internal survey of German users (March 2020).

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**eneloop**  
Ready to use Rechargeable Battery™

+ 600 - 1000 hours of gaming

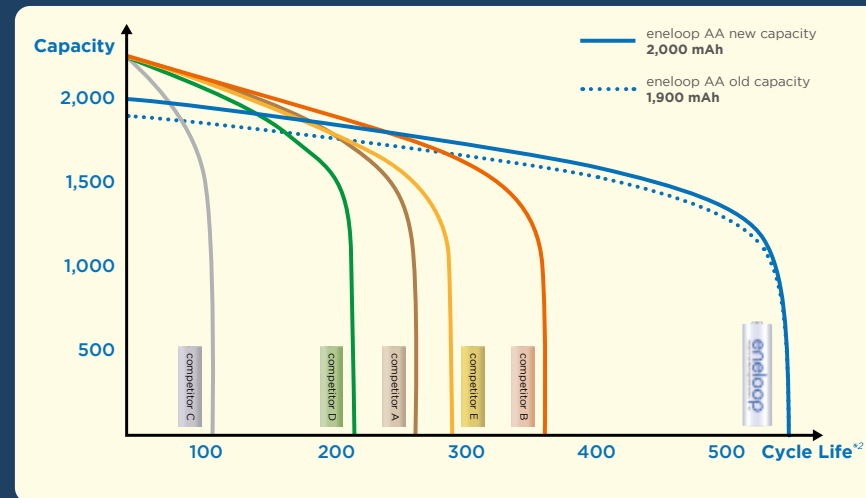
+ 600 - 1000 hours of radio



# Capacity up

Thanks to **continuous market research and R&D**, we are able to improve even more! We increase the capacity of our eneloop standard range batteries. **The eneloop AA battery will increase from a minimum capacity of 1900 to 2000 mAh.** Also the performance of the **eneloop AAA battery will go up with a minimum capacity of 800 mAh instead of 750 mAh.**

The reason for this increase in performance is to not only be a **leader in the battery cycle life** but also be in the mix when we are talking capacity. Now we are making sure to be completely in line with the claimed capacities in the market. This in combination with our **low temperature discharge** claim, **longer cycle life** and **excellent long term storage** gives us a lot of unique selling points to keep growing.



<sup>\*2</sup> Internal testing based on IEC61951-2 2017 (7.5.1.4).

|                                   | eneloop         | competitor A    | competitor B    | competitor C    | competitor D    | competitor E    |
|-----------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Claimed Capacity*                 | 3 <sup>rd</sup> | 1 <sup>st</sup> | 2 <sup>nd</sup> | 2 <sup>nd</sup> | 1 <sup>st</sup> | 1 <sup>st</sup> |
| Cycle Life                        | 1 <sup>st</sup> | 3 <sup>rd</sup> | 2 <sup>nd</sup> | 6 <sup>th</sup> | 4 <sup>th</sup> | 5 <sup>th</sup> |
| Capacity after high temp. storage | 1 <sup>st</sup> | 5 <sup>th</sup> | 2 <sup>nd</sup> | 4 <sup>th</sup> | 3 <sup>rd</sup> | 6 <sup>th</sup> |
| Low temperature discharge         | 1 <sup>st</sup> | 6 <sup>th</sup> | 5 <sup>th</sup> | 4 <sup>th</sup> | 3 <sup>rd</sup> | 2 <sup>nd</sup> |
| Long term storage                 | 1 <sup>st</sup> | 4 <sup>th</sup> | 5 <sup>th</sup> | 6 <sup>th</sup> | 2 <sup>nd</sup> | 3 <sup>rd</sup> |

Based on internal testing.  
<sup>\*1</sup> Note: eneloop communicates minimum capacity, the competitor brands communicate average capacity (Panasonic estimation).

## Ecological solution

Every recharged battery will prevent a battery being disposed of, and because eneloop retains 70%<sup>(2)</sup> capacity after 10 years in storage, it will be ready to use whenever needed.

## Unbeatable cycle life

Each time an eneloop battery is recharged, it will save on the cost of replacement batteries, whilst at the same time reducing waste.

## No "memory effect"

Due to its higher starting voltage, there is no need to worry about the memory effect as the impact is much lower than other rechargeable batteries suffer.

## Low self discharge

Innovative technology in the production of eneloop ensures that the battery retains 70%<sup>(1)</sup> of capacity even after 10 years in storage.

## Extreme Temperature Performance

eneloop will maintain its performance at low temperatures (-20°C) far longer than alkaline batteries.

## Lasts much longer than Alkaline

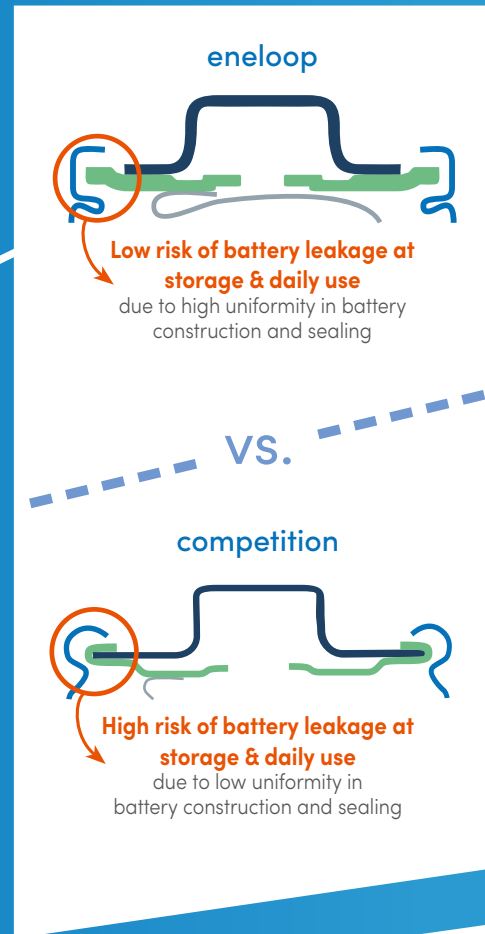
Due to its very stable voltage, it will last longer than alkaline batteries.



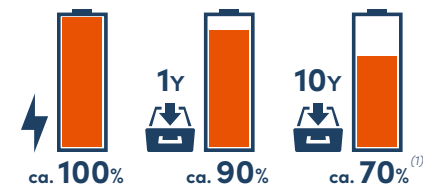
<sup>(2)</sup> Capacity retention based on testing method established by IEC 61951-2 (7.3.2) when stored at 20°C (based on Panasonic's estimation) and compared with minimum capacity. Varies according to conditions of use.  
<sup>(1)</sup> Memory effect: see p.9 for more information.  
<sup>(4)</sup> Operation time will be shorter than that at room temperature. Operating time varies according to equipment.

# Unbeatable cycle life

eneloop is developed using the latest production technologies and the finest grade materials. Thanks to the use of high grade materials, eneloop batteries have a low self-discharge and they are reusable, cycle by cycle with a stable voltage output. Next to that these innovations result in high conductivity, reliability and durability. By limiting the degradation of the materials, it has been possible to reduce performance decrease during repeated use and thus highly increase the number of times that eneloop batteries can be recharged.

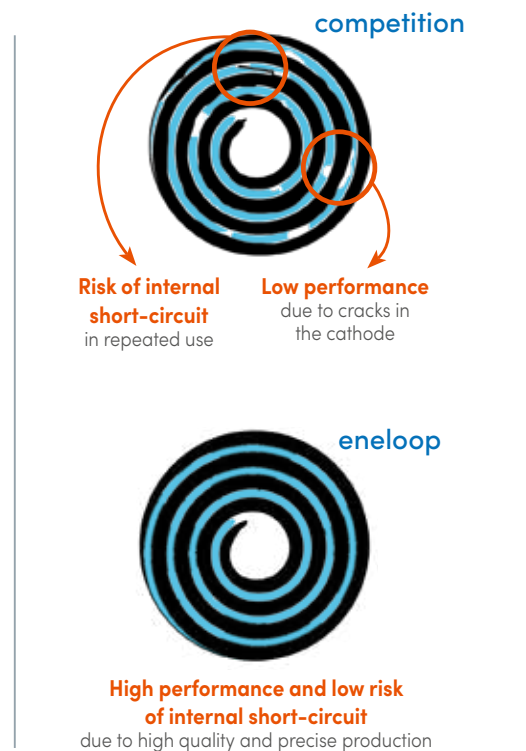


# Low self-discharge

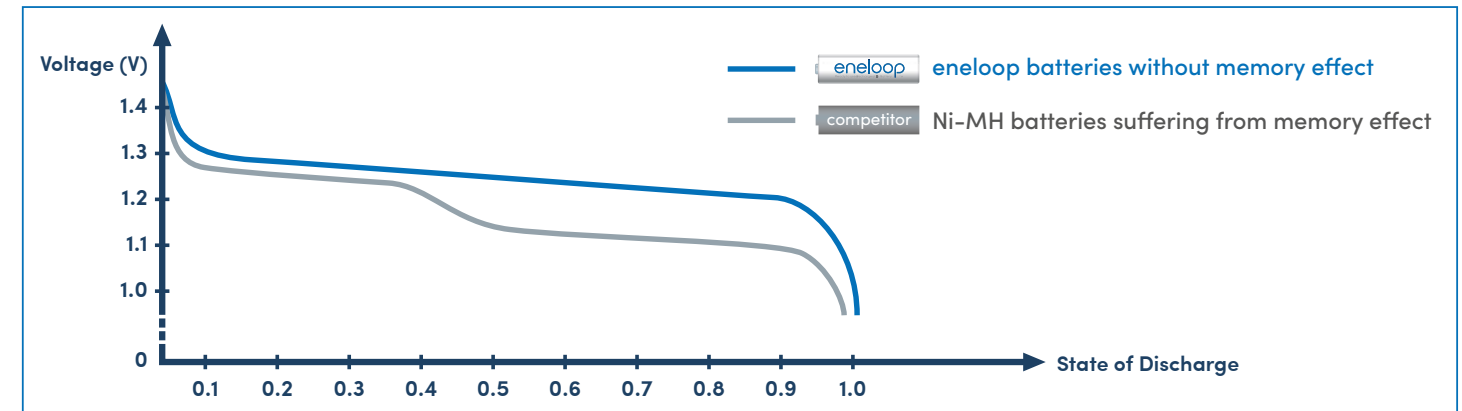


Highest production quality, with high precise production and cutting edge materials ensure an optimized function of the battery. This again realizes a high power and stable discharge performance combined with very low self-discharge.

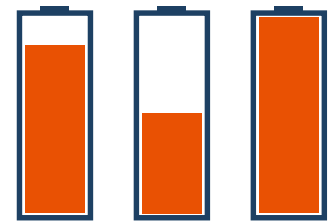
<sup>(1)</sup> Capacity retention based on testing method established by IEC 61951-2 (7.3.2) when stored at 20°C (based on Panasonic's estimation) and compared with minimum capacity. Varies according to conditions of use.



# No "memory-effect"

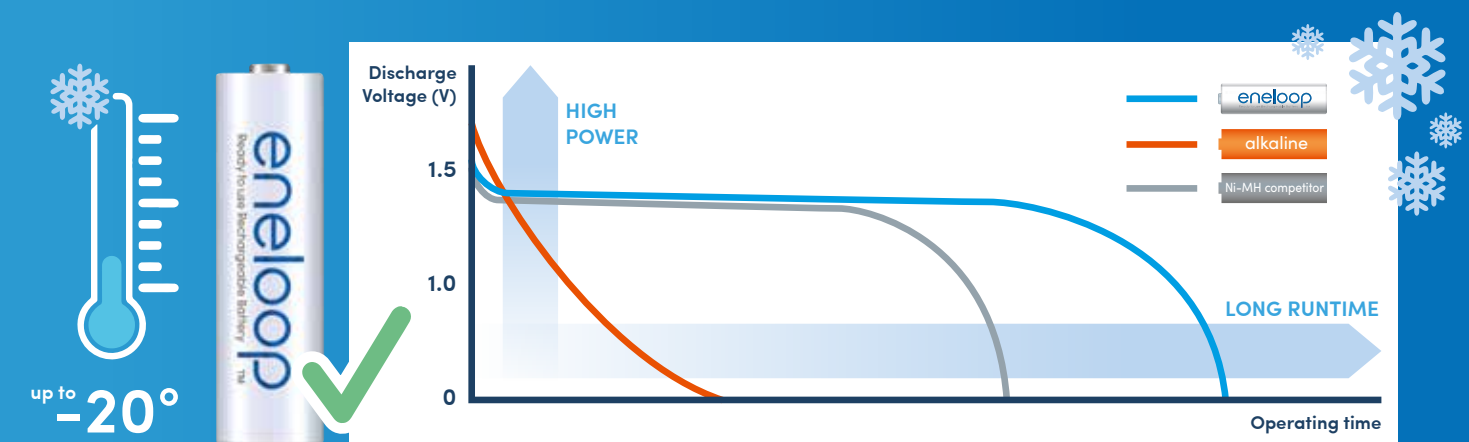


When a rechargeable battery that hasn't been fully discharged, is repeatedly topped up, it "remembers" that it's only been used for a short time. When used again, the voltage may quickly drop. This is called the memory effect. eneloop has a high voltage to begin with and so it maintains enough voltage even if this occurs. There's no need to worry about the memory effect.



**Even when the batteries are not fully charged/discharged, eneloop can be charged again without quality loss.**

# Extreme temperature performance<sup>(2)</sup>



<sup>(2)</sup> Operation time will be shorter than that at room temperature. Operating time varies according to equipment.

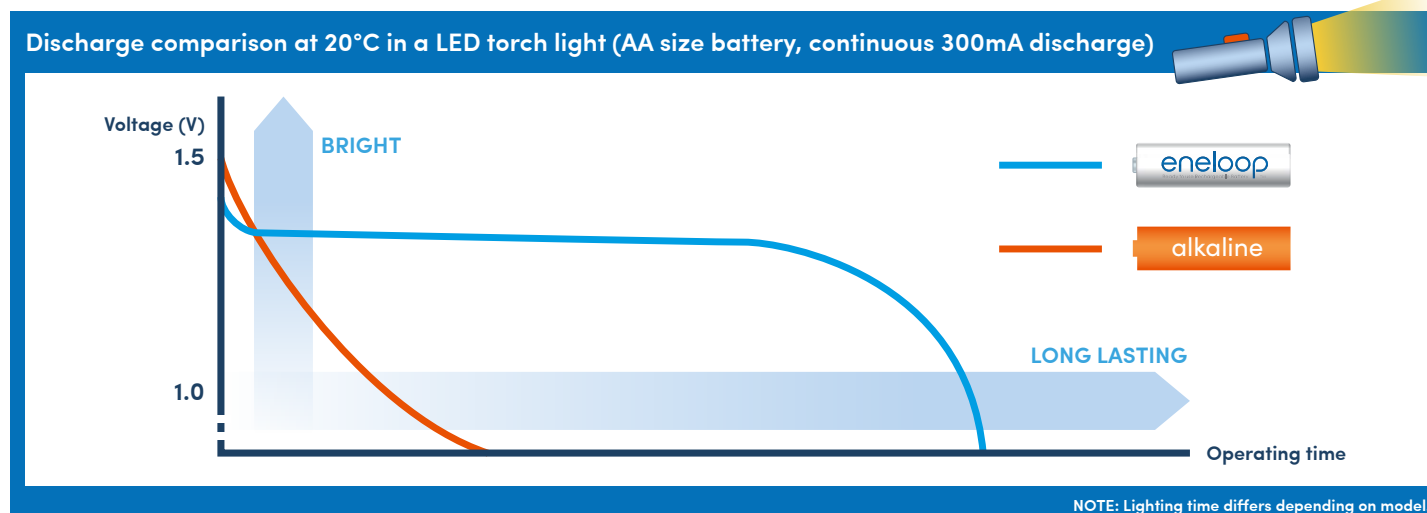
# eneloop lasts much longer than an alkaline battery



**A DEEPER RESERVE OF POWER** - A digital camera equipped with eneloop can take nearly 4.5 times as many shots as one equipped with standard alkaline dry cells<sup>(1)</sup>.

|   |   |
|---|---|
| <p><b>About 530 shots</b><br/>(lasts about 4.5x longer)</p> | <p><b>Average alkaline</b><br/><b>About 117 shots</b></p> |
|---|---|

Digital camera shots with eneloop vs. alkaline<sup>(1)</sup>



Save money with eneloop's unbeatable cycle life

|  |                |                               |            |   |               |
|--|----------------|-------------------------------|------------|---|---------------|
| <p>€ 4</p>   | <p>€ 12.99</p> | <p>€ 0.15/charge (x 2000)</p> | <p>vs.</p> | <p>2100x</p> <p>2100 x € 1.25</p>                               | <p>€ 2293</p> |
| <p>€ 332</p> <p>(example eneloop in Germany - Aug. 2020)</p> |                |                               |            | <p>€ 2625</p> <p>(example Pro Power in Germany - Aug. 2020)</p> |               |

On average, families use around 70 batteries every year.<sup>3</sup> By switching to eneloop, a single charger makes it possible to charge a year's worth of batteries.

## keeps high discharge voltage after long term storage

### HIGH POWER BATTERY

One of the main features of eneloop is the higher voltage level. Many applications switch off or show the low battery signal if the voltage drops below 1.1 volt. A traditional Ni-MH battery loses its voltage and quickly drops below this critical level after long term storage. eneloop however will keep the voltage level above 1.1 volt even after long term storage, and will only drop under that limit just before the battery is empty. That is one of the reasons why you can play longer with eneloop vs the competition.



<sup>1</sup> Battery cycle life 2100 times based on testing method established by IEC 61951-2 (7.5.1.3), 600 times based on IEC 61951-2 2017 (7.5.1.4). Varies according to conditions of use.  
<sup>3</sup> Number used annually by a family with two adults and two children.



**NEW  
PLASTIC  
FREE  
PACKAGING**

eneloop™

A solution for your different needs





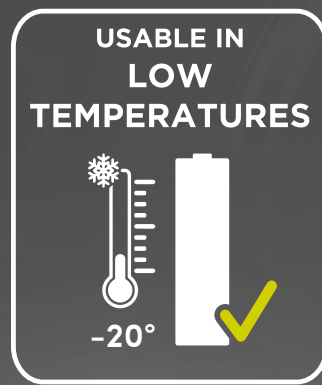
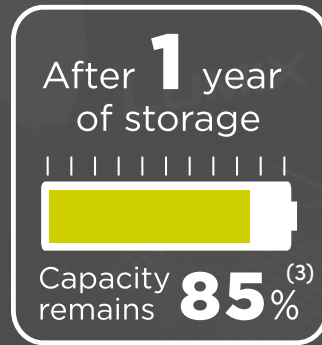
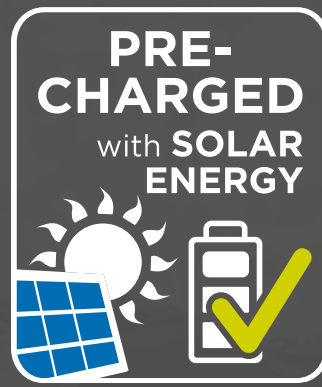


# eneloop pro™

## Perfect choice for high drain devices

eneloop pro is the perfect choice for powering high current consuming devices such as photo flash lights, wireless keyboard & mouse, game controllers, radio controlled cars and a range of household devices. All of the appliances can realize extended performance when powered by eneloop pro batteries.





**AA ▶ 2500 mAh<sup>(1)</sup>**  
Minimum capacity

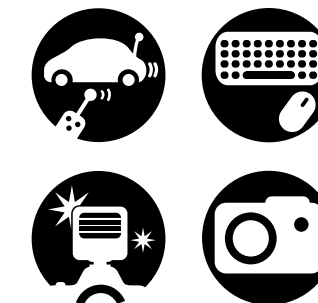
After 1 year capacity remains **85%<sup>(1)</sup>**

**AAA ▶ 930 mAh<sup>(1)</sup>**  
Minimum capacity

Our packagings are FSC® certified



The mark of responsible forestry



**500x<sup>(2)</sup>**  
Charge cycles



| Item code | Size | Min. Capacity | Global Code  | CSU EAN       | Batteries/CSU | CSU/ Carton |
|-----------|------|---------------|--------------|---------------|---------------|-------------|
| 52333160  | AA   | 2500 mAh      | BK-3HCDE/2BE | 5410853064145 | 2             | 20          |
| 52333199  | AA   | 2500 mAh      | BK-3HCDE/4BE | 5410853064152 | 4             | 20          |
| 52333180  | AA   | 2500 mAh      | BK-3HCDEC4BE | 5410853065036 | 4 + case      | 10          |
| 52363160  | AAA  | 930 mAh       | BK-4HCDE/2BE | 5410853064237 | 2             | 20          |
| 52363199  | AAA  | 930 mAh       | BK-4HCDE/4BE | 5410853064244 | 4             | 20          |
| 52363180  | AAA  | 930 mAh       | BK-4HCDEC4BE | 5410853065050 | 4 + case      | 10          |

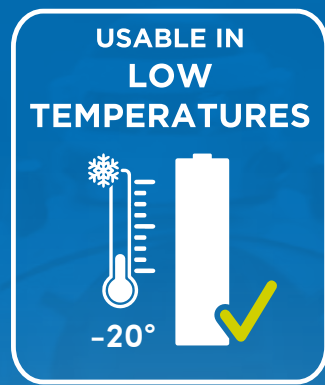
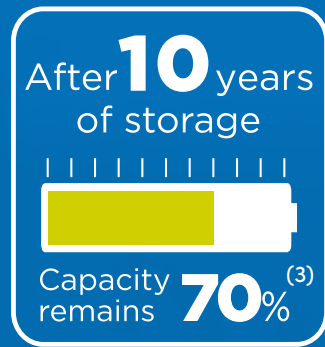
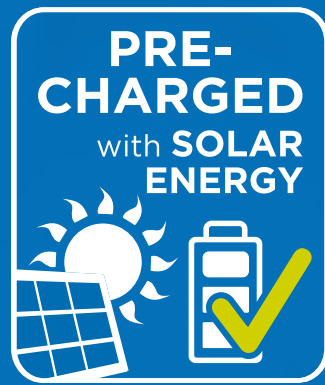
<sup>(1)</sup> Panasonic internal IEC 61951-2(7.3.2) testing – varies according to conditions of use.  
<sup>(2)</sup> Panasonic internal IEC 61951-2 2011(7.5.1.3) testing; 150 times according to Panasonic internal IEC 61951-2 2017(7.5.1.4) testing.  
<sup>(3)</sup> Battery tested at 20°C ambient temperature self-discharge condition 0.2It (E.V.=1.0V)

# Long-life, pre-charged, energy and money saving

eneloop is a long-life, pre-charged, energy and money saving, recyclable rechargeable battery which can be charged and discharged up to 2100 times<sup>(1)</sup>.



<sup>(1)</sup> Panasonic internal IEC 61951-2 2011(7.5.1.3) testing; 600 times according to Panasonic internal IEC 61951-2 2017(7.5.1.4) testing.



# IMPROVED CAPACITY

AA

+5%

CAPACITY  
1900<sup>1</sup>  
mAh

NEW

CAPACITY  
2000<sup>1</sup>  
mAh



+ 600 - 1000  
hours of gaming

AAA

+7%

CAPACITY  
750<sup>1</sup>  
mAh

NEW

CAPACITY  
800<sup>1</sup>  
mAh



+ 600 - 1000  
hours of radio

AA ▶ 2000 mAh<sup>(1)</sup>  
Minimum capacity

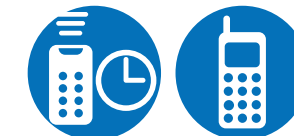
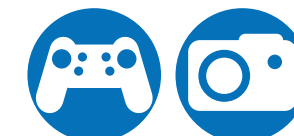
After 10 years  
capacity  
remains  
**70%**<sup>(1)</sup>

AAA ▶ 800 mAh<sup>(1)</sup>  
Minimum capacity

Our packagings  
are FSC® certified



The mark of  
responsible forestry



2100x<sup>(2)</sup>  
Charge cycles



| Item code | Size   | Min. Capacity | Global Code  | CSU EAN       | Batteries/ CSU | CSU/ Carton |
|-----------|--------|---------------|--------------|---------------|----------------|-------------|
| 52332160  | AA     | 2000 mAh      | BK-3MCDE/2BE | 5410853064176 | 2              | 20          |
| 52332199  | AA     | 2000 mAh      | BK-3MCDE/4BE | 5410853064190 | 4              | 20          |
| 52332181  | AA     | 2000 mAh      | BK-3MCDEC4BE | 5410853065043 | 4 + case       | 10          |
| 52332149  | AA     | 2000 mAh      | BK-3MCDE/8BE | 5410853064213 | 8              | 10          |
| 52362160  | AAA    | 800 mAh       | BK-4MCDE/2BE | 5410853064268 | 2              | 20          |
| 52362199  | AAA    | 800 mAh       | BK-4MCDE/4BE | 5410853064305 | 4              | 20          |
| 52362181  | AAA    | 800 mAh       | BK-4MCDEC4BE | 5410853065067 | 4 + case       | 10          |
| 52362149  | AAA    | 800 mAh       | BK-4MCDE/8BE | 5410853064329 | 8              | 10          |
| 52302191  | AA/AAA | 2000/800 mAh  | BK-KJMCDE44E | 5410853064879 | 4 + 4          | 10          |

<sup>(1)</sup> Panasonic internal IEC 61951-2(7.3.2) testing – varies according to conditions of use.  
<sup>(2)</sup> Panasonic internal IEC 61951-2 2011(7.5.1.3) testing; 600 times according to Panasonic internal IEC 61951-2 2017(7.5.1.4) testing.  
<sup>(3)</sup> Battery tested at 20°C ambient temperature self-discharge condition 0.2h (EV=1.0V)



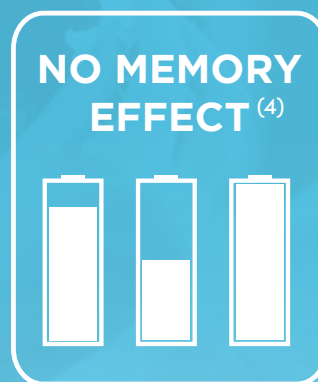
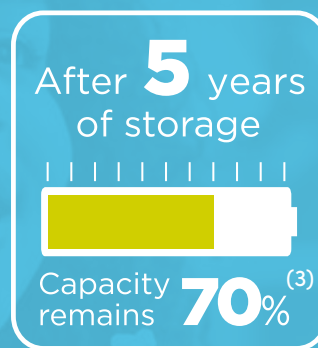
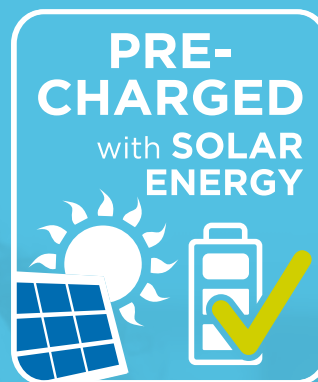
eneloop lite™

## Ideal for devices requiring low-to-medium power

eneloop lite batteries are ideal for devices requiring low-to-medium power, such as DECT phones and remote controls. They can be recharged up to 3000 times<sup>(1)</sup> which makes it even more economically and environment-friendly.



<sup>(1)</sup> Panasonic internal IEC 61951-2 2011(7.5.1.3) testing; 1000 times according to Panasonic internal IEC 61951-2 2017(7.5.1.4) testing.



AA ▶ **950 mAh**<sup>(1)</sup>  
Minimum capacity

After 5 years  
capacity  
remains  
**70%**<sup>(1)</sup>

AAA ▶ **550 mAh**<sup>(1)</sup>  
Minimum capacity

Our packagings  
are FSC® certified



The mark of  
responsible forestry



**3000x**<sup>(2)</sup>  
Charge cycles



| Item code | Size | Min. Capacity | Global Code  | CSU EAN       | Batteries/CSU | CSU/ Carton |
|-----------|------|---------------|--------------|---------------|---------------|-------------|
| 52331160  | AA   | 950 mAh       | BK-3LCCE/2BE | 5410853064220 | 2             | 20          |
| 52361160  | AAA  | 550 mAh       | BK-4LCCE/2BE | 5410853064336 | 2             | 20          |
| 52361162  | AAA  | 550 mAh       | BK-4LCCE/2DE | 5410853065005 | 2             | 20          |
| 52361199  | AAA  | 550 mAh       | BK-4LCCE/4BE | 5410853064350 | 4             | 20          |

<sup>(1)</sup> Panasonic internal IEC 61951-2(7.3.2) testing - varies according to conditions of use.  
<sup>(2)</sup> Panasonic internal IEC 61951-2 2011(7.5.1.3) testing; 1000 times according to Panasonic internal IEC 61951-2 2017(7.5.1.4) testing.  
<sup>(3)</sup> Battery tested at 20°C ambient temperature self-discharge condition 0.2It (E.V.=1.0V). <sup>(4)</sup> More info about "Memory Effect" on p. 19.

# Comparison chart



**eneloop pro**  
BK-3HCDE  
BK-4HCDE

**eneloop**  
BK-3MCDE  
BK-4MCDE

**eneloop lite**  
BK-3LCCE  
BK-4LCCE

|                                      |   |   |  |
|--------------------------------------|---|---|--|
| <b>Capacity (AA)<sup>(1)</sup></b>   | min. 2500 mAh<br>up to 2550 mAh   | min. 2000 mAh<br>up to 2100 mAh   | min. 950 mAh<br>up to 1000 mAh   |
| <b>Capacity (AAA)<sup>(1)</sup></b>  | min. 930 mAh<br>up to 950 mAh   | min. 800 mAh<br>up to 850 mAh   | min. 550 mAh<br>up to 600 mAh  |
| <b>Charging cycles<sup>(2)</sup></b> | up to 500 times   | up to 2100 times  | up to 3000 times   |
| <b>Type</b>                          | High capacity<br>For high drain devices   | Low self-discharge<br>For multi-use   | Basic rechargeable<br>For daily use  |
| <b>Ideal for</b>                     | DSLR flash,<br>Radio Control Cars,<br>Wireless Devices<br> | Digital Cameras, Beauty<br>& Health, Games & Toys,<br>Torch lights, DECT Phones<br> | DECT Phones,<br>Remote Controls,<br>Daily Use<br> |

# Performance chart

|   | <br><b>eneloop pro</b> | <br><b>eneloop</b> | <br><b>eneloop lite</b> | <br><b>alkaline battery</b> |
|---|---|---|--|--|
| <br>DSLR flash         | ± 800 shots   | ± 600 shots   | ± 300 shots  | ± 100 shots  |
| <br>Radio Control Car  | ± 3 hours   | ± 2 hours   | ± 1 hour   | ± 1 hours  |
| <br>Wireless Devices   | ± 100 days  | ± 80 days   | ± 40 days  | ± 110 days   |
| <br>Toys               | ± 8 hours   | ± 6 hours   | ± 3 hours  | ± 7 hours  |
| <br>Digital Cameras   | ± 1200 shots  | ± 1000 shots  | ± 500 shots  | ± 250 shots  |
| <br>Beauty & Health  | ± 4 hours   | ± 3 hours   | ± 1.5 hours  | ± 2 hours  |
| <br>LED Torch lights | ± 7 hours   | ± 5 hours   | ± 2.5 hours  | ± 5 hours  |
| <br>Games & Toys     | ± 30 hours  | ± 20 hours  | ± 10 hours   | ± 30 hours   |
| <br>Daily Use        | ± 2 years   | ± 2 years   | ± 1 year   | ± 2 years  |
| <br>DECT Phones      | ± 70 hours<br><small>(AAA in standby mode)<sup>(3)</sup></small>  | ± 60 hours<br><small>(AAA in standby mode)<sup>(3)</sup></small>                                      | ± 40 hours<br><small>(AAA in standby mode)<sup>(3)</sup></small>   | —  |

Battery runtime beginning from charged state. It varies depending on conditions of use, model used, ambient temperature & conditions of equipment.

<sup>(1)</sup> Panasonic internal IEC61951-2(7.3.2) testing – varies according to conditions of use

<sup>(2)</sup> Panasonic internal IEC 61951-2 2011(7.5.1.3) testing; eneloop pro: 150 times, eneloop: 600 times, eneloop lite: 1000 times according to Panasonic internal IEC 61951-2 2017(7.5.1.4) testing.

Note: The above specifications are based on the theoretical capacity of the battery and the consumption power rate of the equipment. Results may vary greatly depending on the conditions of use, models used, ambient temperature, and equipment condition. Runtime of eneloop duct is measured with battery fully charged. Performance time may be shorter if the battery has been left unused for a period of time after being fully charged. All data is approximate. Runtime specifications may be different when eneloop is used with appliances not included in the table.

<sup>(3)</sup> Expected power consumption: 12.5mA

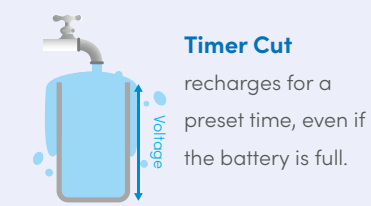
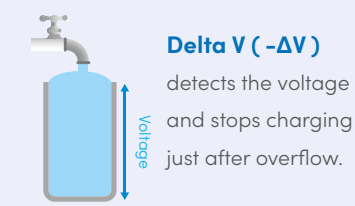
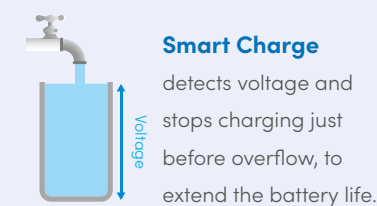
## The ideal charger for your eneloop Ready to Use rechargeable batteries

eneloop offers an extensive range of chargers to partner your eneloop batteries. From entry level chargers to chargers developed for professional users, we offer chargers for everyone's needs.



eneloop  
Ready to use Rechargeable Battery

### Charging techniques explained





## PROFESSIONAL CHARGER



READY IN  
**2h**<sup>\*1</sup>  
AA 2 CELLS

### PRO CHARGER - BQ-CC65

- ▶ Rapid Charge – 2x AA (2500 mAh): ± 2 hours / 4x AA (930 mAh): ± 4 hours
- ▶ Individual battery charge control (Smart Charge<sup>(2)</sup>)
  - ▶ Can charge 1, 2, 3 or 4 batteries at the same time
- ▶ Possibility to charge your phone via integrated USB port
  - ▶ Large LCD showing battery status: Battery Capacity / Life Check / Discharge Mode
  - ▶ Can be used all over the world (100-240V / 50-60Hz)
    - ▶ Connected via AC cable (included)

More information:



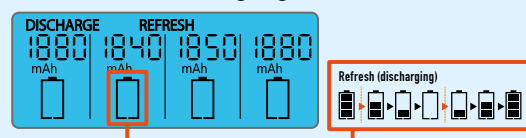
#### LCD Display

- ▶ LCD Status shows the remaining voltage/operation time
- ▶ Eco Counter (number of batteries charged / saved from entering landfill)
- ▶ End of Life advanced warnings
- ▶ Abnormality Detection for non rechargeable batteries
- ▶ Maintenance Mode information
- ▶ Discharge Function including battery condition

#### Charging



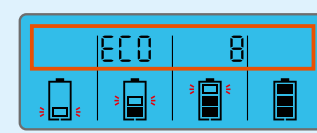
#### Refresh (Discharging)



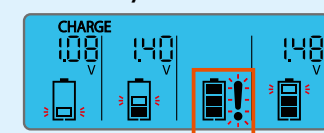
#### Abnormal



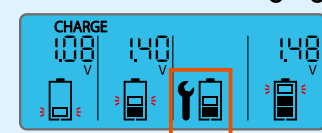
#### Eco Counter



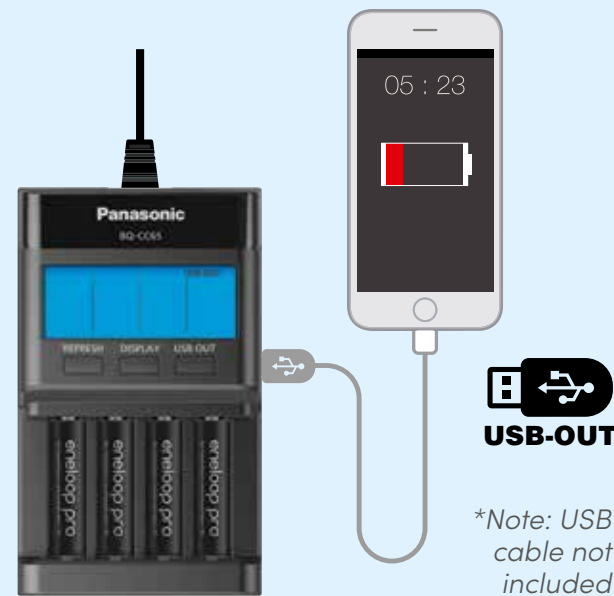
#### End of Cycle Life is near



#### Maintenance Charging



#### Charge mobiles and tablets via the USB output



\*Note: USB cable not included

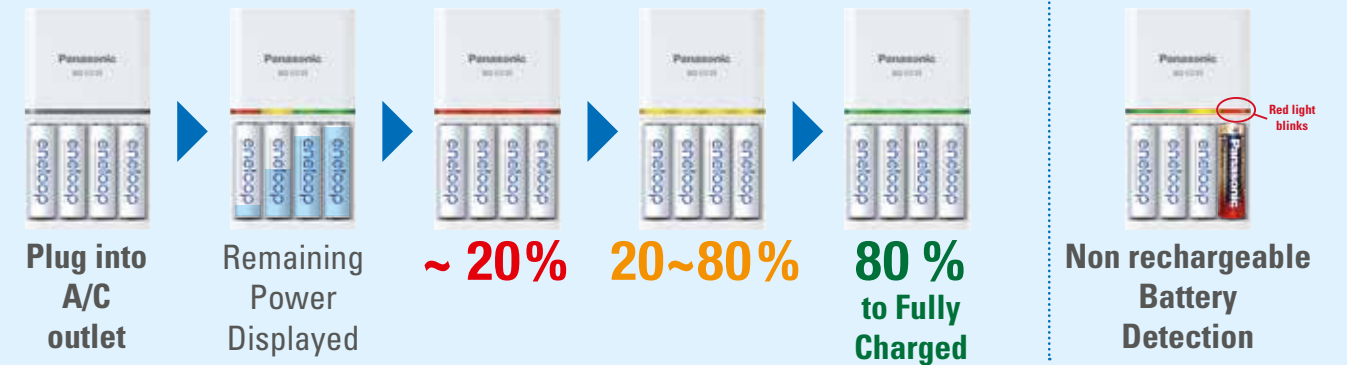
## STANDARD 4-SLOT CHARGERS

### SMARTPLUS CHARGER - BQ-CC55

READY IN  
**1 1/2h**<sup>\*1</sup>  
AA 2 CELLS

- ▶ Rapid Charge – 2x AA (2000 mAh): ± 1.5 hours / 4x AA (800 mAh): ± 3 hours
- ▶ Can charge 1, 2, 3 or 4 batteries at the same time
- ▶ Individual battery charge control (Smart Charge<sup>(2)</sup>)
- ▶ 4 LED's indicate charging status (see picture below)
- ▶ Can be used all over the world (100-240V / 50-60Hz)
- ▶ Fixed plug
- ▶ Available in black or white

READY IN  
**2h**<sup>\*1</sup>  
AA 2 CELLS



### SMART CHARGER - BQ-CC17

READY IN  
**7h**<sup>\*1</sup>  
AA 4 CELLS

- ▶ Charging time – AA (2000 mAh): ± 7 hours / AAA (800 mAh): ± 6 hours
  - ▶ Can charge 1, 2, 3 or 4 batteries at the same time
    - ▶ Individual battery charge control (Delta V<sup>(3)</sup>)
- ▶ 4 LED's indicate charging status (ON = charging; OFF = fully charged)
  - ▶ Can be used all over the world (100-240V / 50-60Hz)
    - ▶ Fixed plug



<sup>(1)</sup> Based on internal testing.

<sup>(2)</sup> This charger has a "Smart Charge" function which checks the voltage and temperature of a battery automatically. Thanks to the "Smart Charge" function, it saves charging time and loss of energy and money.

<sup>(3)</sup> Δ - Delta V: detects voltage drop just after full-charge and stops charging.

## FREQUENT CHARGING / OFFICE CHARGER



READY IN  
**5h<sup>1</sup>**  
AA 2 CELLS

### SMART 8 CHARGER - BQ-CC63

- ▶ Charging time – AA (2000 mAh): ± 5 hours / AAA (800 mAh): ± 3 hours
- ▶ Can charge 1, 2, 3, 4, 5, 6, 7 or 8 batteries at the same time
  - ▶ Individual battery charge control (Delta V<sup>(2)</sup>)
- ▶ 8 LED's indicate charging status (ON = charging; OFF = fully charged)
- ▶ Can be used all over the world (100-240V / 50-60Hz)
  - ▶ Connected via AC cable (included)



Individual Charge



Non rechargeable Battery Detection

## ENTRY CHARGERS



READY IN  
**10h<sup>1</sup>**  
AA 2 CELLS

### COMPACT CHARGER - BQ-CC50

- ▶ Charging time – AA (2000 mAh): ± 10 hours / AAA (800 mAh): ± 10 hours
- ▶ Can charge 1 or 2 batteries at the same time
  - ▶ Charging control: individual Timer Cut<sup>(4)</sup> (13 hours)
- ▶ 2 LED's indicate charging status (ON = charging; OFF = fully charged - Timer Cut<sup>(4)</sup>)
- ▶ Can be used all over the world (100-240V / 50-60Hz)
  - ▶ Fixed plug

<sup>(1)</sup> Based on internal testing. Varies according to conditions of use.

<sup>(2)</sup> This charger has a "Smart Charge" function which checks the voltage and temperature of a battery automatically. Thanks to the "Smart Charge" function, it saves charging time and loss of energy and money.

## BASIC CHARGER - BQ-CC51

READY IN  
**10h<sup>1</sup>**  
AA 4 CELLS



- ▶ Charging time – AA (2000 mAh): ± 10 hours / AAA (800 mAh): ± 10 hours
- ▶ Can charge 2 or 4 batteries at the same time
- ▶ Charging control: Timer Cut<sup>(4)</sup> (13 hours)
- ▶ 2 LED's indicate charging status per battery pair (ON = charging; OFF = fully charged - Timer Cut<sup>(4)</sup>)
- ▶ Can be used all over the world (100-240V / 50-60Hz)
- ▶ Fixed plug

## USB-IN CHARGERS

### SMARTPLUS USB TRAVEL CHARGER - BQ-CC87



READY IN  
**2 1/4h<sup>1</sup>**  
AA 2 CELLS

- ▶ Charging time – AA (2000 mAh): ± 2.25 hours / AAA (800 mAh): ± 2 hours
- ▶ Can charge 1, 2, 3 or 4 batteries at the same time
- ▶ Individual battery charge control (Smart Charge<sup>(2)</sup>)
  - ▶ 4 LED's indicate charging status per battery
  - ▶ USB cable included

## BASIC USB CHARGER - BQ-CC61

READY IN  
**10h<sup>1</sup>**  
AA 4 CELLS



- ▶ Charging time – AA (2000 mAh): ± 10 hours / AAA (800 mAh): ± 10 hours
- ▶ Can charge 2 or 4 batteries at the same time
- ▶ Charging control: Timer Cut<sup>(4)</sup> (10 hours)
- ▶ 2 LED's indicate charging status per battery pair (ON = charging; OFF = fully charged - Timer Cut<sup>(4)</sup>)
- ▶ USB cable included

<sup>(3)</sup> Δ - Delta V<sup>3</sup>: detects voltage drop just after full-charge and stops charging.  
<sup>(4)</sup> "Timer Cut": charging stops after a preset time.

# Chargers

# Chargers



| CSU EAN       | Global Code    | Batteries included | Battery Size | Plug | Charger dimensions | Charger net weight   | Chargers/ Carton |
|---------------|----------------|--------------------|--------------|------|--------------------|----------------------|------------------|
| 5410853063957 | BQ-CC65E       | –                  | –            | EU   | 147 x 88 x 40 mm   | 209 g <sup>(1)</sup> | 4                |
| 5410853063926 | BQ-CC55E       | –                  | –            | EU   | 120 x 68 x 65.6 mm | 124 g                | 8                |
| 5410853063919 | K-KJ55HCD40E   | 4x eneloop pro     | AA           | EU   | 120 x 68 x 65.6 mm | 124 g                | 8                |
| 5410853063964 | K-KJ55HCD40U   | 4x eneloop pro     | AA           | UK   | 120 x 68 x 61.7 mm | 132 g                | 8                |
| 5410853063933 | K-KJ55MCD40E   | 4x eneloop         | AA           | EU   | 120 x 68 x 65.6 mm | 124 g                | 8                |
| 5410853065173 | K-KJ55MCD40U   | 4x eneloop         | AA           | UK   | 120 x 68 x 61.7 mm | 132 g                | 8                |
| 5410853063865 | K-KJ17MCD40E   | 4x eneloop         | AA           | EU   | 105 x 65 x 64.2 mm | 107 g                | 8                |
| 5410853063940 | BQ-CC63E       | –                  | –            | EU   | 119 x 147 x 29 mm  | 240 g <sup>(1)</sup> | 4                |
| 5410853060000 | BQ-CC63U       | –                  | –            | UK   | 119 x 147 x 29 mm  | 240 g <sup>(1)</sup> | 4                |
| 5410853063889 | BQ-CC51E       | –                  | –            | EU   | 108 x 66 x 64.5 mm | 100 g                | 8                |
| 5410853063896 | K-KJ51MCD40E   | 4x eneloop         | AA           | EU   | 108 x 66 x 64.5 mm | 100 g                | 8                |
| 5410853063902 | K-KJ51MCD04E   | 4x eneloop         | AAA          | EU   | 108 x 66 x 64.5 mm | 100 g                | 8                |
| 5410853063872 | K-KJ50MCD20E   | 2x eneloop         | AA           | EU   | 121 x 50 x 64.7 mm | 85 g                 | 8                |
| 5410853063971 | BQ-CC61USB     | –                  | –            | USB  | 85 x 66 x 27.5 mm  | 65 g <sup>(1)</sup>  | 8                |
| 5410853063988 | K-KJ61MCD40USB | 4x eneloop         | AA           | USB  | 85 x 66 x 27.5 mm  | 65 g <sup>(1)</sup>  | 8                |
| 5410853063995 | BQ-CC87USB     | –                  | –            | USB  | 85 x 66 x 28.5 mm  | 85 g <sup>(1)</sup>  | 8                |
| 5410853065159 | K-KJ87MCD40USB | 4x eneloop         | AA           | USB  | 85 x 66 x 28.5 mm  | 85 g <sup>(1)</sup>  | 8                |

<sup>(1)</sup> Excluding AC cord or USB cable.



# Charger overview

## PROFESSIONAL



BQ-CC65

### PRO CHARGER

## STANDARD CHARGERS



BQ-CC55  
K-KJ55MCD

### SMARTPLUS CHARGER



BQ-CC17  
K-KJ17MCD

### SMART CHARGER



BQ-CC63

### SMART 8 CHARGER

## OFFICE CHARGER

## ENTRY CHARGERS



BQ-CC51

### BASIC CHARGER



BQ-CC50  
K-KJ50MCD

### COMPACT CHARGER



BQ-CC87  
K-KJ87MCD

### SMARTPLUS USB TRAVEL CHARGER



BQ-CC61  
K-KJ61MCD

### BASIC USB CHARGER

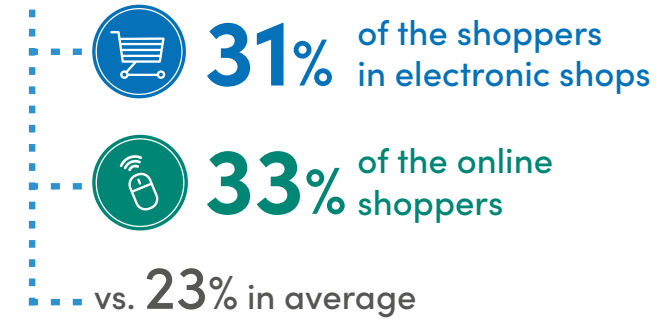
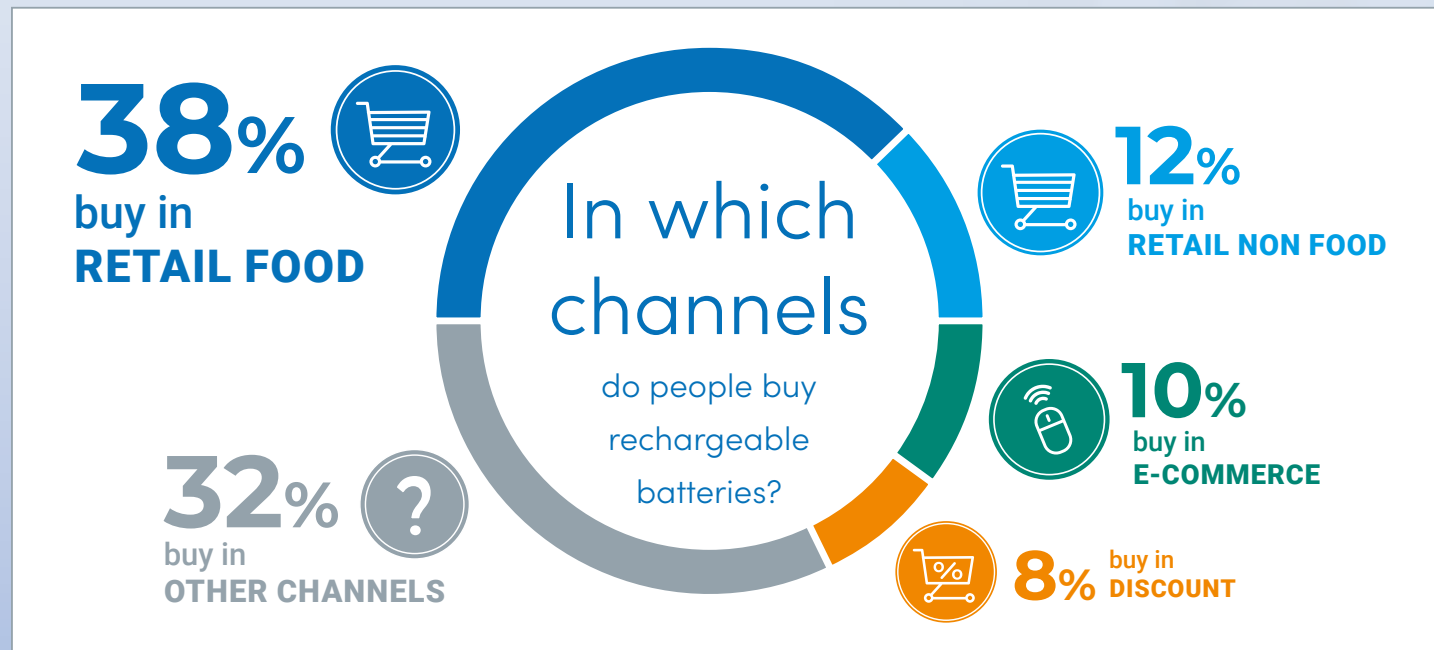
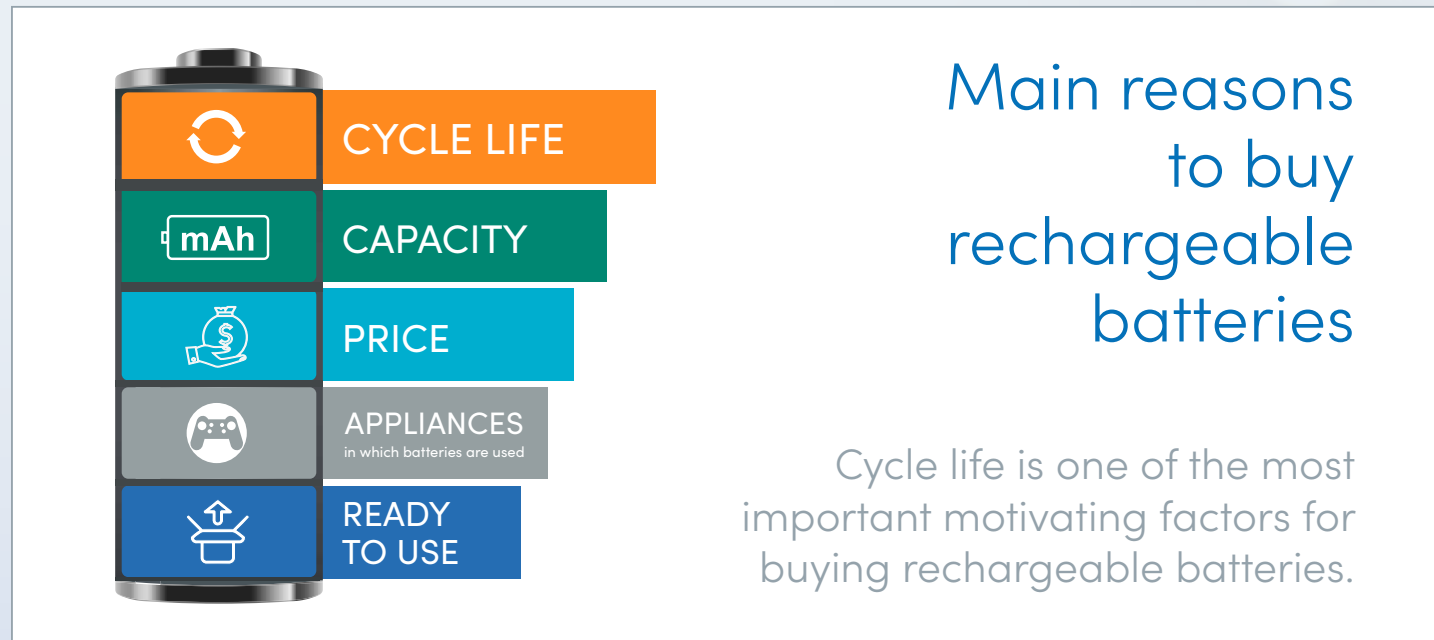
## USB-IN CHARGERS

| Battery Type         | Ni-MH  |           | Ni-MH  |           | Ni-MH  | Ni-MH  |
|----------------------|--|-----------|--|-----------|--|--|
| Charging Time        | 1 / 2 pcs  | 3 / 4 pcs | 1 / 2 pcs                                      | 3 / 4 pcs | 1 - 4 pcs                                      | 1 - 8 pcs                                      |
| eneloop pro AA       | 2 hrs  | 4 hrs     | 2 hrs  | 4 hrs     | 9 hrs  | 6 hrs  |
| eneloop pro AAA      | 2 hrs  | 4 hrs     | 2 hrs  | 4 hrs     | 7 hrs  | 3.5 hrs  |
| eneloop AA           | 1.5 hrs  | 3 hrs     | 1.5 hrs  | 3 hrs     | 7 hrs  | 5 hrs  |
| eneloop AAA          | 1.5 hrs  | 3 hrs     | 1.5 hrs  | 3 hrs     | 6 hrs  | 3 hrs  |
| eneloop lite AA      | 0.75 hrs   | 1.5 hrs   | 0.75 hrs                                       | 1.5 hrs   | 3.5 hrs  | 2.5 hrs  |
| eneloop lite AAA     | 1.25 hrs   | 2.5 hrs   | 1.25 hrs                                       | 2.5 hrs   | 5 hrs  | 2.5 hrs  |
| Specifications       |  |           |  |           |  |  |
| Input                | AC100-240V 50-60Hz   |           | AC100-240V 50-60Hz                             |           | AC100-240V 50-60Hz                             | AC100-240V 50-60Hz                             |
| Charging output      | DC 5V 1A / USB-A 1-slot<br>DC 1.5V AA 750mA x 4<br>DC 1.5V AAA 275mA x 4 |           | DC 1.5V<br>AA 750mA x 4<br>AAA 275mA x 4       |           | DC 1.5V<br>AA 300mA x 4<br>AAA 150mA x 4       | DC 1.5V<br>AA 500mA x 8<br>AAA 300mA x 8       |
| Charging control     | Smart Charge <sup>(1)</sup>  |           | Smart charge <sup>(1)</sup>                    |           | Delta V <sup>(1)</sup>                         | Delta V <sup>(1)</sup>                         |
| Indicator            | LCD display :<br>Battery capacity - Life check<br>Discharge mode         |           | LED x 4<br>Charging: ON,<br>Fully charged: OFF |           | LED x 4<br>Charging: ON,<br>Fully charged: OFF | LED x 8<br>Charging: ON,<br>Fully charged: OFF |
| Charger battery      | AA x 1 - 4 cells<br>AAA x 1 - 4 cells                                    |           | AA x 1 - 4 cells<br>AAA x 1 - 4 cells          |           | AA x 1 - 4 cells<br>AAA x 1 - 4 cells          | AA x 1 - 8 cells<br>AAA x 1 - 8 cells          |
| Dimensions (approx.) | L x W x D: 147 x 88 x 40 mm  |           | L x W x D: 121 x 68 x 76 mm                    |           | L x W x D: 105 x 65 x 65 mm                    | L x W x D: 119 x 147 x 28 mm                   |
| Weight (approx.)     | 225g (without AC cord)   |           | EU: 124g / UK: 131g                            |           | 107g   | 236g (without AC cord)                         |

<sup>(1)</sup> Explanation charging controls: see p. 35

| Battery Type         | Ni-MH  |           | Ni-MH   | Ni-MH     | Battery Type  |
|----------------------|--|-----------|---|-----------|---|
| Charging Time        | 2 / 4 pcs                                      | 1 - 2 pcs | 1 / 2 pcs   | 3 / 4 pcs | 2 / 4 pcs   |
| eneloop pro AA       | 12 hrs   | 12 hrs    | 2 hrs   | 4 hrs     | not fully charged   |
| eneloop pro AAA      | 12 hrs   | 12 hrs    | 2 hrs   | 4 hrs     | not fully charged   |
| eneloop AA           | 10 hrs   | 10 hrs    | 1.5 hrs   | 3 hrs     | 10 hrs  |
| eneloop AAA          | 10 hrs   | 10 hrs    | 1.5 hrs   | 3 hrs     | 10 hrs  |
| eneloop lite AA      | 5 hrs  | 5 hrs     | 0.75 hrs  | 1.5 hrs   | 5 hrs   |
| eneloop lite AAA     | 8 hrs  | 8 hrs     | 1.25 hrs  | 2.5 hrs   | 8 hrs   |
| Specifications       |  |           |   |           |   |
| Input                | AC100-240V 50-60Hz                             |           | AC100-240V 50-60Hz                                |           | DC 5V   |
| Charging output      | DC 3V<br>AA 200mA x 2<br>AAA 80mA x 2          |           | DC 1.5V<br>AA 200mA x 2<br>AAA 80mA x 2           |           | DC 1.5V / DC 5V USB-A 1-slot<br>AA 750mA x 4<br>AAA 275mA x 4 |
| Charging control     | Timer cut <sup>(1)</sup><br>(13 hours)         |           | Timer cut <sup>(1)</sup> (13 hours)<br>individual |           | Smart charge <sup>(1)</sup>                                   |
| Indicator            | LED x 2<br>Charging: ON,<br>Fully charged: OFF |           | LED x 2<br>Charging: ON,<br>Fully charged: OFF    |           | LED x 4<br>Charging: ON,<br>Fully charged: OFF                |
| Charger battery      | AA x 2 or 4 cells<br>AAA x 2 or 4 cells        |           | AA x 1 - 2 cells<br>AAA x 1 - 2 cells             |           | AA x 1 - 4 cells<br>AAA x 1 - 4 cells                         |
| Dimensions (approx.) | L x W x D: 108 x 66 x 65.1 mm                  |           | L x W x D: 121 x 50 x 66.2 mm                     |           | L x W x D: 85 x 66 x 29 mm                                    |
| Weight (approx.)     | EU: 100g / UK: 110g                            |           | 86g   |           | 89g (without USB cord)  |

# Shopper insights



eneloop channel shoppers (electro & online) need a LOT OF INFORMATION before & during purchase



Even when purchases are done OFFLINE (electronic shop), people search ONLINE for info on the product (both before and while purchasing)

**ROPO: Research Online Purchase Offline**

## WHAT INFO ARE THEY SEARCHING FOR?

- 1. PRICE
- 2. PERFORMANCE
- 3. BATTERY TECHNOLOGY

- 1. PERFORMANCE
- 2. BATTERY TECHNOLOGY
- 3. PRICE

Source: Haystack rechargeable online survey July 2018 n:2007 in Germany, Poland, UK, Italy & France.

# New eneloop POS materials

floor display



**BOOST YOUR SALES WITH ATTRACTIVE POS MATERIALS!**



online banners

posters



blister-sized leaflet

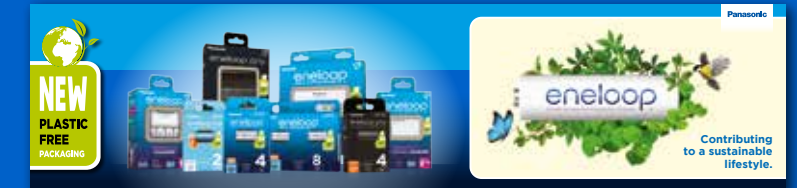


magnetic topcards

totem



roll up



L-shaped communication panel, hook communication, floor stickers



# Display overview

## 2H / 3H magnetic hang display

### 2H METAL HANG DISPLAY

- ▶ Compact hang display
- ▶ Ideal for 2x single blisters
- ▶ Includes price tags
- ▶ Height: 360 mm / Width: 105 mm
- ▶ Net weight: 0.708 kg
- ▶ N° of hooks: 2 (flexi)
- ▶ Hook length: 18 cm
- ▶ Max # AA/4BP per hook: 12
- ▶ Max # AAA/4BP per hook: 16
- ▶ Max # chargers per hook: 3

### 3H METAL HANG DISPLAY

- ▶ Compact hang display
- ▶ Ideal for 2x single blisters and 1x chargers
- ▶ Includes price tags
- ▶ Height: 490 mm / Width: 105 mm
- ▶ Net weight: 0.787 kg
- ▶ N° of hooks: 3 (flexi)
- ▶ Hook length: 18 cm
- ▶ Max # AA/4BP per hook: 12
- ▶ Max # AAA/4BP per hook: 16
- ▶ Max # chargers per hook: 3



## eneloop floor display

- ▶ Fully created out of ecological materials: carton and bamboo
- ▶ Great product visibility
- ▶ Optimal placement for both battery packs and charger packs
- ▶ Height: 160 cm / Width: 62 cm / Depth: 35 cm
- ▶ Net weight: 24 kg

# Online communication



[www.panasonic-eneloop.eu](http://www.panasonic-eneloop.eu)

YouTube



eneloopglobal

Find us on Facebook



eneloop.eu

Follow us on Instagram



eneloop\_europe

## eneloop's Partner Portal

where you can find all relevant Marketing and product information



- Product spec sheets
- Packaging spec sheets
- Display information
- Sales folders
- Charger manuals
- Certificates
- Product visuals
- Lifestyle visuals
- Advertisement
- Logo's
- ...



<https://partner.advanced-power-solutions.com>

## Where to buy eneloop batteries?



Please follow the link of the QR-code to find a local dealer or webshop.

Go to: [www.panasonic-eneloop.eu](http://www.panasonic-eneloop.eu)



Also interested in other Panasonic solutions? Please see our Panasonic Battery Catalogue 2021



## AA

High

Middle

Low

|  |   |  |   |
|--|---|--|---|
| <b>Blister</b>                           |  |  |  |
| <b>Subbrand</b>                          | eneloop pro   | eneloop  | eneloop lite  |
| <b>Min. capacity <sup>(1)</sup></b>      | 2500 mAh  | 2000 mAh   | 950 mAh   |
| <b>Cycle life <sup>(2)</sup></b>         | 500 times   | 2000 times   | 3000 times  |
| <b>Low self discharge <sup>(1)</sup></b> | up to 85% after 1 year  | up to 70% after 10 years   | up to 70% after 5 years   |
| <b>Charge</b>                            | 0 ~40°C   | 0 ~40°C  | 0 ~40°C   |
| <b>Discharge</b>                         | -20 – 50°C  | -20 – 50°C   | -20 – 50°C  |

## AAA

High

Middle

Low

|  |   |  |   |
|--|---|--|---|
| <b>Blister</b>                           |  |  |  |
| <b>Subbrand</b>                          | eneloop pro   | eneloop  | eneloop lite  |
| <b>Min. capacity <sup>(1)</sup></b>      | 930 mAh   | 800 mAh  | 550 mAh   |
| <b>Cycle life <sup>(2)</sup></b>         | 500 times   | 2000 times   | 3000 times  |
| <b>Low self discharge <sup>(1)</sup></b> | up to 85% after 1 year  | up to 70% after 10 years   | up to 70% after 5 years   |
| <b>Charge</b>                            | 0 ~40°C   | 0 ~40°C  | 0 ~40°C   |
| <b>Discharge</b>                         | -20 – 50°C  | -20 – 50°C   | -20 – 50°C  |

## eneloop pro

| Model N° | Size | Technology         | Voltage | Capacity      | Height  | Diameter | Weight |
|----------|------|--------------------|---------|---------------|---------|----------|--------|
| BK-3HCDE | AA   | Rechargeable Ni-MH | 1.2 V   | min. 2500 mAh | 50.4 mm | 14.5 mm  | 30 g   |
| BK-4HCDE | AAA  | Rechargeable Ni-MH | 1.2 V   | min. 900 mAh  | 44.5 mm | 10.5 mm  | 13 g   |

## eneloop

| Model N° | Size | Technology         | Voltage | Capacity      | Height  | Diameter | Weight |
|----------|------|--------------------|---------|---------------|---------|----------|--------|
| BK-3MCDE | AA   | Rechargeable Ni-MH | 1.2 V   | min. 2000 mAh | 50.4 mm | 14.35 mm | 28 g   |
| BK-4MCDE | AAA  | Rechargeable Ni-MH | 1.2 V   | min. 800 mAh  | 44.5 mm | 10.5 mm  | 13 g   |

## eneloop lite

| Model N° | Size | Technology         | Voltage | Capacity     | Height  | Diameter | Weight |
|----------|------|--------------------|---------|--------------|---------|----------|--------|
| BK-3LCCE | AA   | Rechargeable Ni-MH | 1.2 V   | min. 950 mAh | 50.4 mm | 14.2 mm  | 19 g   |
| BK-4LCCE | AAA  | Rechargeable Ni-MH | 1.2 V   | min. 550 mAh | 44.5 mm | 10.5 mm  | 11 g   |

## eneloop for DECT

| Model N° | Size | Technology         | Voltage | Capacity     | Height  | Diameter | Weight |
|----------|------|--------------------|---------|--------------|---------|----------|--------|
| BK-4LCCE | AAA  | Rechargeable Ni-MH | 1.2 V   | min. 550 mAh | 44.5 mm | 10.5 mm  | 11 g   |

<sup>(1)</sup> Panasonic internal IEC61951-2(7.3.2) testing (varies according to conditions of use).

<sup>(2)</sup> Panasonic internal testing IEC61951-2 2011(7.5.1.3); 150 cycles (eneloop pro), 600 cycles (eneloop) and 1000 cycles (eneloop lite) according to IEC61951-2 2017(7.5.1.4).



[www.panasonic-eneloop.eu](http://www.panasonic-eneloop.eu)  
[www.facebook.com/eneloop.eu](https://www.facebook.com/eneloop.eu)

**eneloop**  
Ready to use Rechargeable Battery <sup>TM</sup>

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