



## **VARTA Microbattery will get involved with „SINN-voll helfen“**

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### **VARTA Microbattery supports SINN-voll helfen e. V. with high-performance power one hearing aid batteries**

Ellwangen, in April 2009

VARTA Microbattery supports the society SINN-voll helfen e. V. in their program. A team of a medical specialists, an engineer and students of the course of studies ophthalmic optics and audiology from Aalen/Germany will, in the period 12 May to 18 May 2009 otorhinolaryngologist analysis, audiometry tests and hearing aid adjustments with hearing impaired people in Amman/Jordan and will provide hearing systems for approx. 30-40 people per day.

VARTA Microbattery provides professional support with hearing aid batteries of the brand power one. In Jordan the project will be supported by the World Food Program (WFP) of the United Nations (UN).

Active assistance is supplied by Sakher el Fayed, leader of the organisation commission in Jordan, who is among an influential Bedouin family with very good contacts to the Jordan royal dynasty.

Herbert Schein, speaker of the executive board/CEO of VARTA Microbattery says that social engagement is important for him, „We would like to help deaf people with our power one hearing aid batteries and we are proud that we can offer more quality of life with our new technologies.“

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The premium brand power one of VARTA Microbattery guarantees high quality, reliability and is made in Germany. Since market launch in 2001 the power one hearing aid batteries have take over the technology leadership.



Picture: power one comfort pack with hearing aid batteries

**Contact for questions:**

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