

## **Panasonic and Harvey Norman Join Forces for ‘Energy for Green Future’ Collaboration**

*This green initiative focuses on raising awareness on the importance of and encouraging the good habits of recycling batteries*

**Kuala Lumpur, 16 November 2023** – Panasonic, a renowned global leader in innovative consumer electronics is collaborating with Harvey Norman, a leading retail chain in Malaysia on the **“Energy for Green Future”** initiative which aims to drive active participation in battery recycling amongst Malaysians. This partnership between Panasonic and Harvey Norman marks a significant milestone in being advocates of environmental sustainability, whilst encouraging Malaysians to embrace a more eco-conscious lifestyle.

The primary goal of this collaboration is to align with Panasonic's unwavering commitment to social responsibility. With this momentous partnership, Panasonic, and Harvey Norman aim to make a substantial positive impact on the environment and raise awareness about the importance of battery recycling.

“Our long-standing mission established by our founder is that our corporation should contribute to society. And today, this includes tackling global challenges around climate change which aligns with our brand action tagline ‘Create Today. Enrich Tomorrow.’ where we not only focus on enriching the holistic well-being of our customers but also improve our planet’s well-being. Batteries are a highly used item in many of our electronic gadgets and appliances, but the channels to recycle them and the awareness on the importance of recycling them is still quite low. Through the “Energy for Green Future” initiative, together we can work towards a sustainable future, and one small way is through providing convenient battery recycling options,” said Keisuke Nishida, Managing Director of Panasonic Malaysia.

### **‘Energy For Green Future’ with Battery Eco Bins at Harvey Norman**

As part of this collaboration, Panasonic together with Harvey Norman will be placing dedicated Panasonic Eco Bins at Harvey Norman outlets nationwide. These Eco Bins will serve as collection points for used batteries, further promoting battery recycling.

To further incentivise customers to participate in responsible recycling practices, Panasonic Energy is running a trade-up program, which offers an additional discount on selected eneloop rechargeable batteries purchases when customers bring their used batteries for recycling. Panasonic eneloop rechargeable batteries are known for their exception durability, reliability and charge retention. This incentive encourages customers to trade-up and embrace the use of rechargeable batteries to reduce the number of batteries going to landfills, thereby making a valuable contribution to the conservation of our planet.

Looking to the future, Panasonic plans to introduce exclusive models of batteries, which will be first made available at Harvey Norman. These batteries will be designed with sustainability in mind and align with the company’s green initiatives to offer eco-conscious customers more battery choices.

“Sustainability is part of our DNA as an Australian company, where recycling is a big part of our lifestyle. We then expanded sustainability initiatives to the Southeast Asian region many years ago starting with Singapore and now Malaysia. When Panasonic came to us with this battery recycling initiative, we jumped onboard immediately because there is a lack of awareness and channels for the public to recycle used batteries here in the country and we want to be part of championing more good recycling habits amongst Malaysians. Additionally, this collaboration with Panasonic is a testament to our shared commitment to environmental sustainability and stewardship. Together, we're not just raising awareness; we're actively engaging Malaysians

in the journey towards creating a sustainable difference and future,” said Eugene Lim, Product Manager of the Electrical Division at Harvey Norman.

The Panasonic Eco Bins can currently be found in 8 Harvey Norman locations in Klang Valley – Mid Valley MegaMall, Menara Harvey Norman, IPC, Sunway Pyramid, Citta Mall, Pavillion Bukit Jalil, IOI City Mall Putrajaya, and Nu Sentral. More Eco Bins will be placed at more Harvey Norman outlets outside of Klang Valley.

From now until 26 November 2023, in conjunction with the ‘Energy for the Future’ initiative, Panasonic is organising a Battery Roadshow at Harvey Norman Mid Valley where customers can earn more discounts and gifts when bringing used batteries to recycle at the Eco Bins. Additionally, Panasonic is running a Recycle, Post & Win contest where three winners with the most creative photo with eco bin will stand a chance to win Panasonic Wireless Earbuds (worth RM799) and Panasonic One-2 LED Lantern (worth RM59.90).

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## **About Panasonic Malaysia**

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, indoor air quality, solar business, digital & video cameras, professional broadcasting equipment, system solutions, telecommunications, health & beauty care, batteries and lightings. All Panasonic products are available through our authorised dealers nationwide. For more information on Panasonic brand and products, visit our website at [www.panasonic.com.my](http://www.panasonic.com.my) or call our Customer Care Centre at 03-7953 7600.

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