

**StartupFactory, LLC**

6700 Liggett Dr. • Oakland, CA 94611 • (510) 238-0800

[www.startupfactory.biz](http://www.startupfactory.biz)

## **FOR IMMEDIATE RELEASE**

### **StartupFactory, LLC Plans 2012 Private Label Promotion for Hearing Aid Battery Leader, Power One.**

**Oakland, Calif., 11-02-2011** – StartupFactory, LLC, a strategic communications firm specializing in early stage businesses, announced today that they have been retained by VARTA Microbattery, Inc. to develop a strategy for offering premium quality Power One brand hearing aid batteries directly to audiologists and other hearing health care practices.

The private label program will enable hearing care practitioners to offer premium quality Power One hearing aid batteries branded in the name of each individual practice. The program includes a new generic package design that will accommodate the imprint of the practice logo, telephone number, etc., directly on the product. In addition, each practice will receive a retail display mirroring the practice branding. “Now the audiologist may develop and extend his or her brand, improve revenues, and send customers home with a lasting message about their practice”, states Mr. William Flanagan, national sales and key accounts manager for VARTA Microbattery, Inc. “Creating custom, private label hearing aid batteries and retail displays for the audiologist has never been easier,” added Flanagan.

#### **About StartupFactory, LLC**

StartupFactory, LLC ([www.startupfactory.biz](http://www.startupfactory.biz)) provides the strategic marketing services required by the new and early stage business. The company delivers sharply focused guidance specifically targeting the marketing “infrastructure” needed at this unique phase of business. The StartupFactory mission is to facilitate market entry using proven tools and techniques that add value to customers’ brand and create or increase market awareness.

#### **About Power One & VARTA Microbattery GmbH**

VARTA Microbattery, headquartered in Ellwangen, Germany, is one of the major battery manufacturers in the world maintaining production facilities globally in order to supply more than 100 countries with quality products. VARTA develops and produces batteries comprising many electrochemical systems and cell geometries. Hearing aid batteries from Power One (a VARTA Microbattery company) come from a long tradition of quality, and are among the world’s top-selling batteries. The reasons for their extraordinary success is a result of how the products combine the highest quality and reliability, extremely long life and maximum comfort.

#### ***Media contacts:***

Mr. Earle Speranza  
StartupFactory, LLC  
[earle@startupfactory.biz](mailto:earle@startupfactory.biz).

Mr. William Flanagan  
VARTA Microbattery, Inc.  
[william.flanagan@varta-microbattery.com](mailto:william.flanagan@varta-microbattery.com)