

FOR IMMEDIATE RELEASE

EPBA launches awareness campaign on button battery safety

BRUSSELS, 19 December 2018 — The European Portable Battery Association (EPBA) launched today an awareness campaign addressed to parents on the safe use of button batteries. EPBA developed an animated video (<https://youtu.be/nwLLFJUcphw>) which gives parents all the necessary information on the safe use of button and coin cells. It also highlights the steps to be taken in case a child has swallowed such a battery.

Button and coin cells are batteries specially designed to power small appliances and portable devices such as toys, watches, or medical devices. Due to their small size, there is a risk that they are unintentionally swallowed by children. EPBA and its members are committed to reduce this risk, namely thanks to enhanced information about this topic.

“The safe use of batteries by consumers is one of our key values as an organization” said Hans Craen, Secretary General of EPBA. He added that “incidents with small size batteries being swallowed by children continue to occur and can pose, like for other small objects, a serious risk to their health. With the holiday season approaching, our animated video aims at informing parents about the potential risk of using these button or coin cells when they are easily accessible by their children.”

The video and factsheet released today focus on highlighting the context in which children might swallow a battery. It draws the attention to the particular case of coin cells which are 16 mm in diameter or larger and of Lithium based technology.

The EPBA will continue to focus on advocating for the safe use of batteries by reaching out to the general public and liaising with stakeholders and government bodies at national, European and International level.

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About EPBA

The European Portable Battery Association (EPBA) is the leading organisation representing the interests of primary and rechargeable portable battery manufacturers, those industries using portable batteries in their products and distributors of portable batteries active within the European Union, and beyond. It supports the common interests of its members towards European institutions and other leading international bodies to provide consumers with complete power solutions which are sustainable across their life-cycle.

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