

Electronic Shelf Labels



Primary Lithium Button Cells and Rechargeable NiMH Button Cells

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Electronic shelf labels or digital price tags are not only a future trend they play an important role for retailers and industry in storage, transport and organization. They consist of a display that can vary in size and technology but are typically small, low-power electronic screens. Various forms are possible including e-ink displays and LCD screens. Electronic shelf labels are connected to a central control system through wireless technology, such as Wi-Fi, Zigbee or Bluetooth. This connectivity allows real-time updates and synchronization with the inventory and pricing database.

In view of **sustainability**, there is a developing trend to move from primary to rechargeable energy solutions to power electronic shelf labels.

Battery challenge:

The electronic shelf labels are designed to be energy-efficient. However, the requirement of proper pulse load stability for safe data communication is essential to provide each real time update.

VARTA offers long-term and reliable **primary** and **rechargeable battery solutions**, for such use cases:



Characteristics	Primary Lithium Button
Type	CR2032 / CR2450
Capacity	230 mAh / 620 mAh
Voltage	3.0 V
Dimension Diameter / Height	20 x 3.2 mm / 24 x 5.0 mm
Features	<ul style="list-style-type: none"> – safe & reliable – stable discharge behavior – solid pulse load capability – low self discharge – UL recognition

Characteristics	Rechargeable NiMH Button
Type	V15H / V40H / V80H
Capacity	16 mAh / 43 mAh / 80 mAh
Voltage	1.2 V – 3.6 V* (*3 cells)
Dimension Diameter / Height	11.5 x 3.1 / 11.5 x 5.35 / 15.5 x 6.0 mm
Features	<ul style="list-style-type: none"> – safe & reliable – robust technology – stable discharge behavior – high pulse load capability – simple charging – energy harvesting fit – UL recognition

For more information, please visit our website:

[Lithium cells & batteries | VARTA AG \(varta-ag.com\)](http://www.varta-ag.com)

[Nickel-Metal Hydride Cells \(NiMH\) | VARTA AG \(varta-ag.com\)](http://www.varta-ag.com)