

## Press Release

February 11, 2015

### **kraftwerk, the world innovation from Delaware, USA, now in a special Valentine's Day edition**

**The pocket mini-power plant is now available in a special edition for couples, the perfect gift for Valentine's Day.**

**Wilmington, February 11, 2015.** In the spirit of Valentine's Day, the Delaware-based developers of kraftwerk are launching a special edition of their revolutionary pocket mini-power plant. This is an exciting chance to surprise that special someone with a gift like no other. kraftwerk is a completely new kind of charger for mobile devices such as smartphones and tablets.

The device, protected by 27 patents, converts standard camping gas or lighter gas directly into electricity. kraftwerk can be easily refilled again and again – in just 3 seconds – and never needs to be plugged in or connected to the grid. Once filled, it provides enough power to charge an iPhone 11 times, giving users a whole new dimension of freedom and independence when it comes to mobile power supply.

The Valentine's Day special edition of kraftwerk replaces the usual 'pioneers edition' inscription with an engraving of the two lovebirds' names linked by a heart. In keeping with Valentine's Day, the special edition will be limited to 1,402 double packs for couples, at a price of \$189 (in European date format, Valentine's Day is 14/02).

Background for creating the special edition: With the crowdfunding campaign on US-based web platform [kickstarter.com](http://kickstarter.com) only at the halfway point, Sascha Kuehn's researchers have already crossed the magic line of one million dollars. In response, they would now like to offer potential backers the chance to secure another attractive reward in the form of two unique, personalized specimens of this pioneering innovation.

The crowdfunding campaign for kraftwerk will continue until March 6. eZelleron wants to launch kraftwerk on the market at the end of 2015, with the special edition for couples arriving in time for Valentine's Day 2016 in a special romantic package.



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**About eZelleron Inc.**

eZelleron Inc. is an innovative start-up company based in Delaware, USA, which was founded as a spin-off from an institute of the world-renowned Fraunhofer-Gesellschaft. Since its founding in 2008, eZelleron has been developing low-emission energy sources as mobile power supplies. The CEO and head of eZelleron's team of 25 experts is Sascha Kühn PhD.

After graduating in materials science, Sascha Kuehn obtained his doctorate in the field of high-temperature fuel cells, and has many years of experience including as Director of Research for a European fuel cell company. He is the author of 30 patents and has already won several industry awards.

You can find more information about kraftwerk at Kickstarter and at [hellokraftwerk.com](http://hellokraftwerk.com).

PRESS KIT: [www.hellokraftwerk.com/press](http://www.hellokraftwerk.com/press)

KICKSTARTER: <https://www.kickstarter.com/projects/265641170/kraftwerk-highly-innovative-portable-power-plant>

VIDEO: [https://www.youtube.com/channel/UCCxR3QkDnCPcX\\_UFR058OaQ](https://www.youtube.com/channel/UCCxR3QkDnCPcX_UFR058OaQ)

Facebook: <https://www.facebook.com/pages/kraftwerk/1520608008195821>

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