Jackery presents new solar generators at IFA 2023: New flagship for more freedom and energy independence

Thursday 17 August, 2023

London, UK, 17 August 2023 -- Jackery, a global leader in innovative portable power and green energy solutions, is presenting new solar generators and power stations at IFA 2023. From 1 to 5 September, the expert for environmentally friendly outdoor energy solutions will showcase its new flagship series in **Hall 3.2, Stand 307**.

The new Solar Generator 300 Plus, a compact and handy LiFePO4 power station with a foldable 40-watt mini solar module, will be on display for the first time. In addition, another highlight will be unveiled on the Friday of the fair, showcasing advances in portable power solutions.

"We are excited to showcase our latest innovation at this year's IFA in Berlin. At Jackery, we strive to explore new territory in a sustainable way with users worldwide. Our ongoing technological innovations lay a solid foundation for this," said Lara Luo, Head of Brand at Jackery.

Jackery is committed to empowering users to take control of their energy requirements on the go also, which is highlighted once again by the company's latest offering, the Jackery Solar Generator 2000 Plus. With the newly launched Solar Generator 2000 Plus, the company offers an optimised mobile power solution with first-class performance, reliability, and safety. The modular concept of the Plus series has been developed as a versatile and efficient solution for those who want more freedom and energy independence.

Jackery has a successful track record of technological innovation, launching the world's first portable lithium power station, the Explorer series, in 2016 and the world's first portable solar panels, the SolarSaga series, two years later. Jackery has since become one of the best-selling portable power brands in the US and Japan, offering the powerful 1000 Pro and 2000 Pro solar generators since 2022. The SolarSaga 80W, also launched in 2022, became the world's first photovoltaic product to receive TUV SUD's prestigious certification. Earlier this year, Jackery completed its high-end solar generator Pro family with the launch of the 3000 Pro and the 1500 Pro at CES 2023.

At IFA 2023, the upcoming product launches will now further expand the new Plus series. The Jackery Explorer 300 Plus will be on display at the show and will be launched on the official Amazon and Jackery websites in Europe as early as 1 September. The RRP is 319 GBP for the Jackery Explorer 300 Plus power station and 399 GBP for the 300 Plus 40W Mini solar generator including mobile solar panel.

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For all media enquiries, image requests and product reviews, please contact: Nicola Cutler, Senior PR UK/EU nicola@jackery.com or call +44(0)7395 603 007.

Notes to editors:

Jackery has received carbon footprint verification from TÜV SÜD. The carbon footprint results of Jackery's products have achieved the international standard ISO 14067:2018.

About Jackery

Founded in California in 2012, Jackery is a global top-selling solar generator brand born with a mission to offer green energy to everyone, everywhere. Expanding its footprint from the US to Europe, Japan, and China, Jackery has sold over three million units globally since 2018, with its products consistently selected as Best Sellers on Amazon. In addition, Jackery has earned 363 global patents and has received over 50 prestigious international design awards, including the Red Dot Design Award, the iF Design Award, the A' Design Award and Competition, the Best of IFA Award and the CES Innovation Award. Jackery is also proud to support global charity WWF and is also in an official partnership with the IRC, International Rescue Committee, helping those affected by disaster. To date, the carbon emissions reduced by the accumulative globally sold solar panels equals planting 2.46 million trees.

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