Panasonic Europe Ltd.

Hagenauer Strasse 43

65203 Wiesbaden, Germany

[www.panasonic.eu](http://www.panasonic.eu)

**Panasonic New Hair Clippers (ER-SC60/SC40) And Beard Trimmers (ER-SB60/SB40) Deliver Premium Personal Precision At Home - Whatever Your Style**

* New linear motor specially designed for super speedy cutting
* New Japanese stainless-steel blade for more precision
* Length adjustment dial to cater for all looks and styles

**Berlin, Germany (30th August 2017)** – As the modern man’s grooming habits continue to evolve across the globe, Panasonic take performance to the next level with its new hair clipper (ER-SC60/SC40) and beard trimmer (ER-SB60/SB40) range. With more power, improved blade quality and the fastest cutting speed in Panasonic history, men can now spend less time trimming and more time showing off their impeccable style.

**The Right Hair Clippers (ER-SC60/SC40) For You**

To do the job properly, you need the right tools and hair clipping is no different. For the first time in a consumer product, Panasonic introduce a hair clipper featuring an ultra-high-speed linear motor, meaning comfortable, fast cutting without the hair-pulling. No matter the thickness of your hair or the trimming job at hand, the new clippers continue at full power capacity until the battery runs out, so you get 100% until the job is done.

And as anyone who’s been to the barbers knows, the more powerful the motor, the less strokes you will need. With the newly developed comb-shaped blades, more hairs are captured in one stroke, making your daily grooming routine quicker and more seamless.

With 39 (for SC60) and 19 (for SC40) precise length settings, from 1.0-20 mm\*1 (SC60)/ 1.0-10 mm (SC40) in intervals of 0.5 mm the new Panasonic clipper allows you to cut your hair in a uniform length with ease. Comb attachments mean you simply adjust the dial and you are ready to shape your hair to whatever your current look is. For those little things that make a big impact with your daily grooming upkeep, user friendly features such as a battery light that indicates remaining power, the waterproof design allows easy and hygienic maintenance and a choice of cord or cordless means you can use the clipper in your bathroom, or when you’re away from home for up to 60 minutes of trimming.

At a time when the modern man’s grooming routine is essential, the latest hair clipping series from Panasonic not only gives you a premium, high speed experience from the comfort of your own home, it will also help save time and money spent on trips to the hairdresser every month for a haircut.

**Beard Trimmers (ER-SB60/SB40) for Shape and Precision**

No longer a universal expression of super-machoism, the beard is now the ultimate male accessory and its upkeep is a style-must for the discerning man. At any length, the best-looking beards are well-groomed, and as the facial hair renaissance across Europe continues, men continue to look for more new and improved ways to up their at-home rituals. So, Panasonic has introduced the same ultra-fast cutting technology to its latest beard trimmer series, delivering a fast, smooth and powerful cut for even the thickest of beards.

Whether it is a three-day stubble build-up or tweaking a luscious beard, the new range offers a premium at home experience that creates sharp beard lines to finesse a signature style. The widened blades, made from Japanese stainless steel, can get to those harder to reach hairs, right at the roots and capture more with just one, easy stroke.

With 19 precise length settings from 1.0-10 mm in intervals of 0.5 mm for easy beard trimming and comb attachments, you can shape your beard to your favourite length and preferred look or change it up with the seasons and fashions. Furthermore, the detail trimming attachment caters for the more intricate of facial hair designs such as a moustache, soul patch or those more creative looks.

Like its hair trimming counterpart, the linear motor continues operating at high power until the battery runs out for efficient cutting until the job is done, and the body can be washed with water for easy cleaning after use. Similarly, you can also use the trimmer with the cord, or for 60 minutes’ worth of trimming without.

With the new hair clipper and beard trimmers range from Panasonic, you can keep on top of all your grooming needs and styling rituals, without the hassle and with speedy precision.

**Product Details:**

**AC/Rechargeable Hair Clipper**

**ER-SC60**

* Advanced blade with comb shape
* Precise length settings of 1-20 mm

(Without comb attachment: 0.5 mm)

* 39 precise length settings with intervals of 0.5 mm
* Easy-to-clean waterproof design
* Up to 60 minutes of trimming
* Cord / cordless operation
* 3 LED battery indicator

**AC/Rechargeable Hair Clipper**

**ER-SC40**

* Advanced blade with comb shape
* Precise length settings of 1-10 mm

(Without comb attachment: 0.5 mm)

* 19 (20 for UK) precise length settings with intervals of 0.5 mm
* Easy-to-clean waterproof design
* Up to 60 minutes of trimming
* Cord / cordless operation
* 3 LED battery indicator

**AC/Rechargeable Beard Trimmer**

**ER-SB60**

* Advanced blade with wider tip
* Precise length settings of 1-10 mm

(Without comb attachment: 0.5 mm)

* 19 (20 for UK) precise length settings with intervals of 0.5 mm
* Easy-to-clean waterproof design
* Up to 60 minutes of trimming
* Cord / cordless operation
* 3 LED battery indicator

**AC/Rechargeable Beard Trimmer**

**ER-SB40**

* Advanced blade with wider tip
* Precise length settings of 1-10 mm

(Without comb attachment: 0.5 mm)

* 19 (20 for UK) precise length settings with intervals of 0.5 mm
* Easy-to-clean waterproof design
* Up to 60 minutes of trimming
* Cord / cordless operation
* 3 LED battery indicator

**# ENDS #**

**About Panasonic**

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, and B2B businesses. Celebrating its 100th anniversary in 2018, the company has expanded globally and now operates 495 subsidiaries and 91 associated companies worldwide, recording consolidated net sales of 7.343 trillion yen for the year ended March 31, 2017. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic: <http://www.panasonic.com/global>.

\*1 Setting of 10.5 mm is unavailable. Settings of 11 to 20 mm available with ER-SC60 only.