

Press Information

Hall 4.2, Booth no. 147

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2026

Without energy, there is no technology

The Invisible Infrastructure of Our Daily Lives

“Energy means more than just electricity from an outlet. It stands for reliability, mobility, and safety.”

(Robert Molenaar, Senior Head of Product Portfolio Management Mobile at Hama)

Our digital daily lives can only function under one crucial condition—energy must be available at all times. While there is frequent talk of artificial intelligence or new generations of devices, their most important foundation often remains invisible: the power supply. It's only when a battery runs out that it becomes clear just how dependent modern life and work have become on a constant supply of energy.

Under the IFA's energy theme, “Power that moves your everyday life forward,” Hama—the German market leader* in chargers with a market share of 16.4 percent—is bringing this topic into focus.

Energy must work everywhere

People want to charge their devices faster and at the same time, while also using them for longer. The solution: the new 140-watt fast charger with a TFT display. Up to three devices can be charged simultaneously. The built-in display also provides transparency regarding power consumption, temperature, and power distribution.

But modern power supply systems are not only becoming more powerful—they're also becoming smarter.

About Hama

Founded in 1923, Hama today accompanies people in all situations every day with numerous accessory products. Whether it be their smartphone, smart home, smartwatch, TV, audio, computer or photo: every product impresses with high quality, appealing design and innovative functions. The company employs 1,500 people at its German headquarters in Monheim, Bavaria, and around 2,500 worldwide. With 19 foreign locations and numerous commercial agencies, Hama enjoys a global presence.

More information can be found at www.hama.com

Phone & Mobile

Smart Home

Wearables

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PC & Laptop

Tablet

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Contact

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The Latest Technologies for Tomorrow's Energy Supply

Zero Standby Power (ZSP) technology reduces power consumption in standby mode to less than 0.005 watts, while Adaptive Voltage Supply (AVS) automatically adjusts voltage and power to the connected device. This ensures that optimal charging power is provided at all times while also protecting the battery and electronics.

Energy Knows No Outlet

Just as important as efficiency is the question of how and where energy is available. Working on the train or making video calls on the go have long been part of everyday life. With the Power Pack Fold, Hama combines a wall charger and a mobile power bank into a single product. For energy-intensive applications, Hama offers the High-Power Power Pack with up to 200 watts of power, which can charge a laptop, tablet, and smartphone simultaneously. Practical and compact: the 25-watt Qi2 Power Packs. Thanks to magnetic attachment and wireless fast-charging, your smartphone is always ready to go.

The Next Generation

As demands for performance and mobility continue to rise, safety and future-proofing are also coming into focus. With its new semi-solid battery technology, Hama is committed to a generation of batteries featuring greater cell stability, lower heat generation, and enhanced safety. At the same time, portable wall boxes for electric vehicles are expanding the product portfolio to include solutions for an increasingly electric mobility landscape. Both developments reflect the same principle: Energy must not only be available, but also safe, flexible, and future-proof.

Hama will provide detailed information on the new products featured here in the coming weeks.

*Source: NNIQ/GfK Market Intelligence, Germany, Mobile Enhancement, Charger Category, January through June 2026

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