



PRESS RELEASE

INNOVATION GONGS BOOST EGO



A new cordless line trimmer from EGO has scooped two awards for innovation at top European trade exhibitions.

The technology was awarded with GaLaBau's Innovation Medal in Nuremberg, and a Technology Innovation Award at Bologne's EIMA exhibition.

The cordless outdoor power equipment specialist received the coveted accolades for its ST1510E – Power+ Line Trimmer featuring POWERLOAD™ technology; the industry's first line trimmer tool with a fully automatic line re-loading system.

Entering the European market in 2019, POWERLOAD™ removes the need for the fiddly and frustrating process of loading new line – a problem that anyone who has used a garden line trimmer is all too familiar with.

To load the ST1510E – Power+ Line Trimmer featuring POWERLOAD™ technology, users simply insert the trimmer line through the head of the tool. After a push on its green activation button, the automatic re-loading system then perfectly winds the line onto the spool in less than five seconds... and it's ready to go!

After beating 105 unique entries for the Innovation Medal award, The Federal Association of Garden, Landscape and Sports Facilities presented EGO with the Innovation Medal at GaLaBau – Europe's leading exhibition for the design, construction and maintenance of urban, green and open spaces.

Similarly, the line trimmer technology will be recognised in November at EIMA as winner of its Technology Innovation Contest. The competition acknowledges genuinely innovative machines, accessories or components capable of improving productive procedures and the quality of the work of operators in the sector.

Like all EGO products, the ST1510E – Power+ Line Trimmer featuring POWERLOAD™ technology uses a 56 volt Arc Lithium battery, engineered to match or surpass the performance of petrol powered outdoor power tools.



The unique battery technology has an innovative design to maximise battery cooling and in turn provide users with the industry's highest energy capacity in a hand held battery. This allows users to complete jobs with less noise, less fuss and no harmful fumes.



Vince Brauns, European Product Manager at EGO, said: “Since the line trimmer was invented in the 1970s, gardeners, landscapers and consumers have all been continuously plagued by the difficult task of re-loading new line.

“Our POWERLOAD™ technology truly is a first of its kind and will finally put an end to these frustrations. We are delighted to have won the GaLaBau Innovation Medal and EIMA Technology Innovation contest and will continue to develop our cordless outdoor power products and make the lives of our customers easier and easier.”

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For all press enquiries, please contact Ben Baker-Hollyhead on 0121 454 8181 or ben@wyattinternational.com

WORKING WITH EGO

Product Samples

Why not try an EGO Power+ product for yourself and put it to the test? To request a product sample, simply contact the EGO Press Office on 0121 454 8181

Photography

There is a range of in-situ and cut-out product photography, simply get in touch with the EGO Press Office.