

The 'Volks-Akku' for DIY enthusiasts and hobby gardeners: the perfect entry point to Einhell's world of cordless tools

Landau an der Isar, April 13, 2021 – Freedom of cordless operation with Power X-Change, the biggest range of cordless tools for DIY enthusiasts and hobby gardeners. In a joint promotion with BILD.de, from April 13, 2021 Einhell Germany AG will be launching the so-called 'Volks-Akku' for a limited period of time. Einhell, the market leader in cordless gardening tools in Germany, will be promoting the offer in a major campaign within the portfolio of Media Impact GmbH und Co. KG, the marketing company of Axel Springer, including via the BILD newspaper (digital & print) and BILD am SONNTAG, using the well-established format of the 'Volks-Produkte' brand, i.e. 'People's Products.' This marketing campaign will be accompanied by a wide reaching TV advertising campaign in Germany, Austria, and Hungary, as well as additional advertisements in print and online.

Power X-Change – the rechargeable battery system for everyone

Andreas Kroiss, Chairman of the Management Board of Einhell Germany AG: "As a pioneer and trendsetter in the world of rechargeable battery technology, in the form of the 'Volks-Akku' we are offering all DIY enthusiasts and hobby gardeners the ideal opportunity to enter the Power X-Change world of Einhell. All our rechargeable battery expertise and competence in the DIY sector has gone into the 'Volks-Akku.' One battery for everything. Our platform now includes more than 200 cordless tools for the home and garden, and by the end of 2025 we will be expanding the offering to 350 tools. So our customers will benefit in the long term from Einhell and Power X-Change."



1 battery pack for more than 200 different tools: the 'Volks-Akku' offers DIY enthusiasts and hobby gardeners the ideal opportunity to enter the Power X-Change world of Einhell. Photo: Einhell

Time and time again, Power X-Change tools do exceptionally well in independent product comparison tests and are often awarded 'best-in-class' status. For example, last November the 2.0 Ah rechargeable battery pack from the Power X-Change family – the little brother of the 'Volks-Akku' – was awarded best-in-class against renowned competitors in a

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PRESS RELEASE

comparison test published by Stiftung Warentest, the German consumer testing champion (source: test.de, edition 11/2020).

“Stiftung Warentest and other product tests have confirmed that we are on track with our clear mission to give all our customers the ability to enjoy simplified, cordless freedom when working on all their DIY projects,” explains Andreas Kroiss.

The ‘Volks-Akku’ launches on April 13, 2021

The ‘Volks-Akku’ campaign is being launched on April 13, 2021 with the 4.0 Ah Power X-Change rechargeable battery (Ah = amp hours), a cordless drill/screwdriver and a cordless hedge trimmer. Via a major TV advertising campaign in Germany, Austria, and Hungary, Einhell Germany AG has already been spreading the word since April 1, 2021 about Power X-Change – the most competent rechargeable battery system for cordless freedom for home tools and the garden.

The products with the ‘Volks-Akku’ quality seal (‘People's Battery’) will be available from the following retailers (among others): Amazon, Bauhaus, BayWa Bau & Garten, Contorion, ebay, Hagebaumarkt, Hellweg, Leitermann, ManoMano, MyToolStore, Obi, Otto, svh24.de and Toom (in alphabetical order). The ‘Volks-Akku’ promotion is time-limited and will end on May 19, 2021.

For more information about the campaign please visit:

<https://www.einhell.de/en-de/volks-akku.html>

About Einhell Germany AG

Einhell is a leading manufacturer of state-of-the-art tools and equipment for the house and garden. From its headquarters in Landau/Isar (Bavaria), the internationally successful company has continuously expanded its innovative rechargeable battery platform Power X-Change and is now the market leader in the area of cordless tools and garden equipment. For many years Einhell has set new standards in terms of endurance, performance, and safety. Einhell customers appreciate the freedom of cordless operation for all their DIY projects, as well as the excellent value for money that Einhell products represent and the first-class customer service offered by the company.

For more information, please visit our website:
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