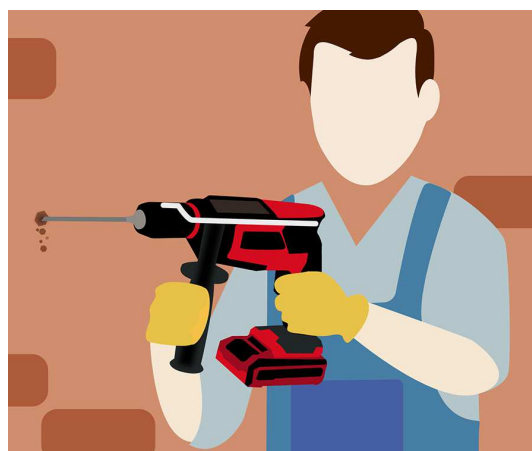


Einhell Delphi study reveals: DIYers now relying on batteries alone

Landau a. d. Isar, February 3rd, 2022 – Battery technology is set to replace corded or petrol-driven tools and garden equipment entirely. In 2030 people in Germany will be running all their motorized machinery on battery technology – that’s the forecast of a clear majority of the experts questioned for the Einhell Delphi study entitled “The 2030 Home”.

“Well-founded expertise of the experts”

The WHU Otto Beisheim School of Management asked 60 proven experts to discuss issues of the future, and analyzed these contributions for the Einhell Delphi “The 2030 Home” study. *“We didn’t want the huge number of individual voices that you get with survey-based studies, but rather the well-founded expertise of the experts to give us a comprehensive perspective on the issue,”* explains study leader Professor Dr. Sascha L. Schmidt, head of the Center for Sports and Management at the WHU Otto Beisheim School of Management, which conducted the Delphi study on behalf of Einhell.



In 2030 people in Germany will be running all their motorized machinery on battery technology. Photo: Einhell

“People are obviously very engaged with batteries as an issue and the associated trend of the study. This shows us that we are on the right path and that Einhell took the right decisions at the right time,” says Andreas Kroiss, CEO of Einhell Germany AG, adding: *“Einhell has set standards with its Power X-Change battery platform and the promise of ‘the same battery for all tools’. It’s not for nothing that Einhell is the market leader in many segments in Germany, and often also the test winner.”*

Battery technology has made enormous progress

When the first lithium-ion batteries began to replace the existing nickel-cadmium technology two decades ago, this new way of storing power excited DIY enthusiasts as well. The lithium-ion batteries suffered almost no drainage, which meant they could be stored in the tool cabinet for weeks or months on end and still be ready for the next job. On top of this was the fact that the memory effect was finally a thing of the past, so the batteries retained their full storage capacity over that time. Since then this battery technology has been refined even further. Today’s lithium-ion batteries, for instance, have more than twice the energy capacity of their predecessors.

For more information, please visit our website:
www.einhell.de.

Press contact:
Monika Aigner
Tel.: +49 9951 942 826
E-mail: monika.aigner@einhell.com

PRESS RELEASE

As a leading supplier of cordless tools and garden machinery, Einhell identified the signs of the time at an early stage, developing and implementing a platform strategy. The Power X-Change platform allows any battery to be used in any device across the product family. What makes the Power X-Change batteries from Einhell different is their intelligent electronics. The Active Battery Management System not only ensures perfectly balanced, gentle charging and better delivery of the energy, but also guarantees maximum safety, since the battery cuts out automatically in the event of a fault, such as a short-circuit, and does not go up in flames. What's more, thanks to the TWIN-PACK technology even more power-intensive machines can be operated with 2x 18 V (= 36 V). That means they are no longer inferior to corded or petrol-driven equipment in terms of performance. The Power X-Change platform now includes over 200 machines, and that number is set to rise as high as 350 by 2025. The range extends from cordless screwdrivers all the way to chainsaws, robot mowers, and water pumps.

This broad and forward-looking product range leads experts to anticipate that DIYers will be relying solely on this battery technology in the future. Indeed, many experts believe that customers will deliberately opt for a single platform system because they do not want to have a large number of different batteries and chargers. Not only would this be very desirable for practical reasons and sustainability, but it would also “make a lot of everyday things easier,” as an expert in the study commented.

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:
www.einhell.de.

Press contact:
Monika Aigner
Tel.: +49 9951 942 826
E-mail: monika.aigner@einhell.com