

Einhell launches new marketing campaign: 'Volks-Akku' from Einhell in conjunction with BILD.de

Landau an der Isar, April 13, 2021 – Einhell Germany AG enters the spring season of 2021 with the cross-media campaign 'Volks-Akku' ('People's Battery'). In doing this, the leading manufacturer of cordless tools for home and garden is trusting the reach and appeal of the 'Volks-Produkt' brand ('People's Product') in a joint campaign with German newspaper BILD.de (a brand of Axel Springer SE). The time-limited marketing campaign will run from April 13 to May 19, 2021.

Power X-Change: 1 battery pack – for more than 200 different tools.

The main product in the marketing campaign of Einhell Germany AG is the 4.0 Ah rechargeable battery (Ah = amp hours) from the Power X-Change system family. During the time-limited special offer period, the so-called 'Volks-Akku' will be offered for an RRP of €39.95 instead of the normal RRP of €99.95, which amounts to a saving of 60 percent. The offer will also include a cordless drill/screwdriver and a cordless hedge trimmer. 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. 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).

Andreas Kroiss, Chairman of the Management Board of Einhell Germany AG: "We have very deliberately chosen the cross-media 'Volks-Produkt' ('People's Product') campaign of the BILD Group. As a pioneer and trendsetter in the world of rechargeable battery technology, we will therefore be offering as many DIY enthusiasts and hobby gardeners as possible the ideal opportunity to enter the Power X-Change world of Einhell. At the same time, this will also strengthen Einhell as an innovative and high-quality brand for cordless freedom. 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



Successfully in charge of Einhell Germany AG since 2003: Chairman of the Management Board Andreas Kroiss
Photo: Einhell

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

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PRESS RELEASE

will be expanding the offering to 350 tools. So our customers will benefit in the long term from Einhell and Power X-Change.”

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 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.

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:
www.einhell.de.

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