

CEO Andreas Kroiss: How Einhell is reinventing mobility in the home and garden

Landau an der Isar, July 15, 2021 – As part of the first WELT Mobility Summit “Move 2021,” Einhell Germany CEO Andreas Kroiss spoke about his vision for mobility in the home and garden. The impressive line-up of speakers included luminaries such as the German Transport Minister Andreas Scheuer, top investor Frank Thelen, and Audi management board member Hildegard Wortmann.

New technologies and growing environmental awareness

“When it comes to work in the home and garden, the future belongs to cordless tools that are operated with rechargeable batteries,” says Andreas Kroiss, Chairman of the Management Board of Einhell Germany AG. *“For DIY projects and gardening work, more and more people are starting to love the freedom and cost effectiveness of cordless tools. Electric cables you could trip over or accidentally cut into are now a thing of the past.”*



Andreas Kroiss: At the WELT Mobility Summit, the Chairman of the Management Board of Einhell Germany spoke about his vision for mobility in the home and garden. Photo: Einhell

The first WELT Mobility Summit “Move 2021” was held against the background of the transformation that is currently taking place in mobility as a result of new technologies and growing environmental awareness, both of which are presenting the economy and consumers alike with new challenges in the process. The mobility revolution is also transforming traffic and mobility with a shift to sustainable energy carriers and networking of different forms of individual transportation, freight traffic, and public transport. The impressive line-up of speakers discussed future scenarios for mobility on various platforms.

In the “Transformation Talk,” Einhell CEO Andreas Kroiss met with Thomas Exner, Executive Editor of the WELT Group, to discuss “how Einhell is reinventing mobility in the home and garden.” Among other things, this includes scrapping petrol-powered garden tools by 2025. Another main emphasis of the company’s strategy is its focus on the Power X-Change rechargeable battery platform, which now includes over 200 tools – all of which are operated with exactly the same type of rechargeable battery, a really eco-friendly and cost-effective solution. Einhell is now one of the top 3 brands in Germany for power tools and is already the market leader in the garden tools segment.

For more information, please visit our website:
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“We are currently seeing a technology transformation in the DIY sector. We adopted a pioneering role early on here, and we are strengthening this position by constantly expanding our platform of cordless, battery-powered tools,” adds Kroiss. This also includes opening up the platform to select partner companies. *“Many big brands in this sector lack in-house expertise when it comes to rechargeable battery technology, but they have great products and share the same target group as us,”* explains the Einhell CEO. *“We are offering our battery competence to these platform partners in areas such as pool, camping, household and e-mobility. For example, the technology could be used to power a pool robot or an e-scooter with Einhell rechargeable batteries. Some of these partnerships are already up and running and will be launched on the market very soon,”* reports Andreas Kroiss.

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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