****

**EGO POWER+ CONTINUES TO BREAK THE RULES**

**March 2017 -** Petrol power has met its match in the garden with the new line up of EGO Power+ products.

The EGO Power+ range, launched under three years ago, has already established itself as a UK brand leader and the only specialist in battery powered garden machinery. In such a short time, this new brand’s industry-leading cordless system has made a massive impact, and changed the sector forever.

This phenomenal success is largely attributed to the brand’s innovative and ground-breaking battery technology that out performs its rival, as well as stylish and striking product design, and unrivalled capability that has all the power of petrol with less noise, fuss and fumes.

Whilst other brands have jumped onto the cordless band-wagon, EGO Power+ remains the only brand to consist solely of battery products.

“We have total confidence in our products and don’t have to support them with petrol and main electric options. Unlike other manufacturers, we are 100% cordless and our innovative 56volt battery is the industry’s highest energy capacity battery, and is the most sophisticated and technologically advanced power pack on the market,” says Steve Roskell, EGO’s European marketing director.

As part of its new product line up for the 2017 season, EGO has announced new products that are suited for both professional and municipal applications, whilst also offering extra power, performance and strength to the domestic gardener, as well as key developments to its existing product range.

Three totally new additions to the EGO range for 2017 are the multi-tool, the backpack blower and the backpack battery that can be used with selected products in the range. The multi-tool offers the power, ease and comfort of battery technology applied to a long-reach system that is line-trimmer, brushcutter, hedgetrimmer, pole saw and edging tool all in one. Each of the five heads fits quickly and easily onto the handle.

The backpack blower is introduced as a direct result of consumer demand. It adds massive extra flexibility and user time to the powerful EGO blower. The same backpack battery technology has been applied to the backpack battery which is a force to be reckoned with and delivers exceptional power balanced with user comfort that keeps working all day long. The high energy capacity battery system is wearable with a detachable padded harness and transfers across the EGO Power+ brushcutter, hedgetrimmers and blowers.

Two new mowers have also been added to the line-up. The LM2024E and the LM2024E-SP boast a new feature to the EGO range which is the new brushless motor that offers greater efficiency and power. The new mowers both have a steel deck and a 50” cutting width, and the LM2024E-SP is self-propelled. All EGO mowers can be compactly folded for vertical storage.

Additions have also been made to the grass strimmer range with two 38cm models being introduced, both featuring EGO’s new rapid reload, free-rotating bump feed cap which allows for quick and easy line refilling that enables perfect line winding every time. A brushcutter has also been added to the range; it has a three sided blade as well as a line trimmer to tackle the toughest of tasks.

The longest hedgetrimmer in the EGO range has also been added, measuring in at 65cm and having a dual knife edge laser-cut diamond ground blade to give increased precision and cleaner cuts to promote healthy, new hedge growth.

Steve Roskell, added: “Since we launched EGO, we have re-written the powered garden products rule book and our latest product developments further reinforces that. We’ve overcome scepticism that battery products don’t have the power of petrol, and have blown that myth out of the water. Our new products offer something for everyone - from professional gardeners looking to reduce the stress of extended working times, to domestic gardeners wanting to be ahead of the pack!”

Unlike many competitors’ cordless systems, EGO Power+ has the power to match petrol without the noise, fuss or fumes; silencing many cordless sceptics and proving that battery power is the new way forward in the garden power sector.

The EGO Power+ range is available through Henton & Chattell’s nationwide dealer network.

For more information visit [www.egopowerplus.co.uk](http://www.egopowerplus.co.uk).

**ENDS**

**No: 17/097**

For more information about this press release please contact Holly Daulby at Paskett PR. 01332 258335/07850 314040 . [hollydaulby@paskett.co.uk](mailto:hollydaulby@paskett.co.uk)