

### More sales than ever before: **Bosch Power Tools grows with garden tools** Innovation based on customer requirements

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- ▶ Record: Sales grow by 11 percent to 325 million euros
- ▶ Growth driver: Cordless tools are more popular than ever before with users
- ▶ Trend: Automation and connectivity arrive in small gardens

Stuttgart/Leinfelden – Bosch Power Tools is continuing on its course of strong growth with garden tools. In the 2016 financial year, the Bosch division achieved record sales of 325 million euros – representing an increase in sales of 11 percent, or 14 percent in local currency. “2016 was a record year in garden tools for us – we were able to build on the positive trends we saw developing in previous years”, said Henning von Boxberg, President of the Robert Bosch Power Tools GmbH. “We understand the needs of our users: They want convenient, easy-to-use tools which give them a beautiful garden. Our garden tools help them do exactly that.” Cordless tools are a growth driver: In 2016, Bosch Power Tools generated 37 percent of its sales from cordless garden tools, and this upward trend is showing no signs of slowing down. The Indego robotic lawnmower, which was recently relaunched, is a prime example of this. According to von Boxberg: “Increasing numbers of users with smaller gardens are discovering the benefits of automatic, connected lawn care solutions. The new Indego allows us to meet the needs of this target group even more effectively.” Bosch will soon unveil a “garage” for the Indego, designed to provide optimum protection from wind and harsh weather conditions.

#### **New Rotak generation: The quietest mowers in their class**

Innovations are a crucial part of growth. Bosch Power Tools involves users in the development of products and services from the very beginning – including in its new generation of lawnmowers. “Our users wanted less noise without compromising on performance, so we optimized the Rotak to meet these needs”, explained Henk Becker, Managing Director of Robert Bosch Power Tools GmbH with responsibility for development, manufacturing and quality, as well as measuring tools, professional and DIY tools. “A key advantage is that we can utilize



synergy effects within the Bosch Group during development to successfully transfer technologies to new products.” Experience gained when designing vacuum cleaners played an important role during the development of the new Rotak generation. According to Henk Becker: “We thoroughly analyzed the current models, identified noise sources, and then eliminated them one by one. This resulted in our new Rotak models – the quietest mowers in their class.” Thanks to the new grass box and foldable handle, the tools are also easier to store than ever before.

### **EasyPrune: The first power-assisted secateurs from Bosch**

The principle of electric bikes – which provide power assistance when you need it – has now been applied to secateurs for the first time by Bosch Power Tools. Where conventional secateurs reach their limits, the EasyPrune’s power-assist technology is just getting started: It cuts through branches with a diameter of up to 25 millimeters effortlessly. The power-assist function only cuts in when the handles are actively squeezed together as they would be with conventional secateurs. A choice of three different settings also lets you adjust the power assistance to your specific needs. “However many cuts you make, your hand will not tire, because the Bosch EasyPrune makes light work of cutting all types of branches, thick or thin. That is what we call ‘Easy Gardening’,” said Henk Becker. The tool allows you to make up to 450 cuts with a single battery charge. Gardening has never been easier.

### **“Power for All”: Expansion of cordless segment for home and garden**

Bosch Power Tools is consistently expanding its cordless segment, with a focus on the “Power for All” battery system which comprises both DIY and garden tools. Countless power tools, from grass trimmers to rotary hammers, can be operated using the same 12 volt or 18 volt lithium-ion battery. This enables users to do without batteries and chargers that they do not need, and they can save money at the same time. What’s more, customers who purchase a battery from Bosch don’t need to worry about whether or not it will be compatible. “Our lithium-ion batteries are compatible with all existing and future power tools in the same voltage class – there are no exceptions,” emphasized Henk Becker. Work around the garden is set to get easier with the launch of three new 18 volt tools: A small handheld chainsaw, a pole hedgecutter to trim hedges and a pole pruner to prune trees without a ladder. “Our objective is to create added value for users with each and every product,” stated Henk Becker. The pole hedgecutter, for example, features an anti-blocking system: If the tool fails to cut through a branch at the first attempt, micro-electronics in the motor adjust the running direction of the blades so that they are applied to the same point until the branch has been cut through. This results in continuous cutting performance without interruptions. Bosch is the only company on the market offering such technology.



In addition, an optimum coordination of key components such as the motor and the gearbox, combined with an intelligent electronic system, the “Syneon Chip“, ensure that DIY and gardening enthusiasts can always enjoy optimum power and maximum runtime for every project.

**GlassVac cordless window vacuum: Entering into new segments**

For Bosch Power Tools, innovations are also the key to opening up new product segments. To offer the right product for every user, Bosch adds a cordless window vacuum – the GlassVac – to its range for the first time, alongside its wide variety of high-pressure washers. The wiper blade utilizes existing Bosch expertise from the automotive sector. The GlassVac features an innovative wiper-rubber technology with polymer coating, which until now had been used only for windscreen wipers from Bosch. This technology now also guarantees clean results at home: The wiper blade glides effortlessly over surfaces because it generates very little friction, so that streaks and annoying squeaking noises are a thing of the past. The wiper lip is also very robust and durable and lasts longer than conventional rubber lips. At a height of only 20 centimeters, it is 30 percent smaller than similar competitor models and can also vacuum close to window edges.

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*The Robert Bosch Power Tools GmbH, a division of the Bosch Group, is one of the world's leading providers for power tools, power tool accessories and measuring tools. In 2016, its roughly 20,000 associates generated sales of 4.5 billion euros, about 85 percent of which outside of Germany. With brands such as Bosch and Dremel, the division stands for customer focus and great engineering progress. The core success factors are innovative strength and pace of innovation. The division generated about one third of its sales in 2016 with products that have been on the market for less than two years. In 2017, Bosch Power Tools will again launch more than 100 new products onto the German market in its four business segments power tools, accessories, measuring tools and garden tools.*

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). The company generated sales of 73.1 billion euros in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 120 locations across the globe, Bosch employs some 59,000 associates in research and development.*

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