

### Maximum added value for users: **Three new partners for the ‘Power for All Alliance’** Concentrated expertise for products around the home

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- ▶ Renowned brands such as Husqvarna increase the application diversity of the battery system
- ▶ Continuous expansion of the product portfolio – further brands will follow
- ▶ One battery for many applications: Save space, save money, protect the environment

Even greater application diversity, even more brands, and products: The [‘Power for All Alliance’](#), one of the first cross-brand cordless alliances with products for around the entire home, will offer users even more benefits in the near future: “The world-famous brand Husqvarna will strengthen our ‘Power for All Alliance’ in the garden area; our partners Kübler Workwear and PerfectPro will open up two new application areas to users within the framework of our 18V platform: heated casual workwear and entertainment electronics”, announces Henk Becker, President of Bosch Power Tools. The ‘Power for All Alliance’ founded in 2020 now includes 10 well-known and popular brands with a common goal: to offer users the best and broadest cross-brand 18V system and thus maximum added value. One battery and one charger for all applications around the entire home for products from Bosch, Gardena, Gloria, Wagner, Rapid, Flymo, Steinel and in the future Husqvarna, Kübler Workwear and PerfectPro too: This saves users space and money and protects the environment.

#### **Battery system from Bosch convinces partners and users alike**

“We are very happy to join the ‘Power for All Alliance’, as we know many consumers want one strong and reliable battery that they can use flexibly in their home and garden tools. One battery solution, as opposed to multiple ones, is better for the environment, and also saves money for the consumer,” says Sofia Axelsson, President of the business division Residential Europe/Pacific at Husqvarna Forest & Garden. Dieter Gorff, Sales Manager at Kübler Workwear is also convinced by the battery alliance: “The ‘Power for All Alliance’ allows us to create brand new sales impulses and completely new application options for our users.” The first product planned is a ‘Smart Textiles’ jacket featuring a heating function and inductive charging of smartphones – the first battery-powered product in the portfolio. The aim is to continuously expand the range for DIYers to offer this target group an increasingly wider range. Robin Vrijland,

Managing Director of PerfectPro is also enthusiastic about the idea of protecting the environment by using a rechargeable battery in various tools. And about the opportunities this opens for developing new customer segments. “Up to now, we focused on offering durable audio devices on construction sites. Thanks to the ‘Power for All Alliance’ and our outdoor radio, we will be addressing users with an active lifestyle in future, and therefore make our durable products available to a wider public.”

### **Success through innovation and cooperation**

More than 30 million Bosch-branded ‘Power for All’ batteries are expected to be on the market by early 2023 – these 18V batteries have been consistently compatible since 2007. Furthermore, the ‘Power for All Alliance’ product portfolio is to be extended to over 100 tools. Bosch alone will expand the product range in the area Home & Garden by more than 40 percent to around 60 tools up to the end of this year. “With innovations such as our UniversalPump 18V cordless pneumatic pump, we are opening up new segments and significantly increasing the flexibility of our users,” says Henk Becker with conviction. “Our vision of improving people's quality of life drives us and holds the alliance together.” Further cooperation partners are already being discussed – with the aim of covering more and more areas of application and life with technology “Invented for life”.

Subject to change.

**Press photos:** #900d7db9, #7e88ba54, #783b92e5, #1ac01d8c

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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, garden tools, power tool accessories and measuring tools. In 2021, its roughly 21,000 associates generated sales of 5.8 billion euros, about 80 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. In 2022, Bosch Power Tools will again launch more than 100 new products onto the market in its four business segments power tools, garden tools, accessories and measuring tools.*

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 402,600 associates worldwide (as of December 31, 2021). The company generated sales of 78.7 billion euros in 2021. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. 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 facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. 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 subsidiary and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 128 locations across the globe, Bosch employs some 76,100 associates in research and development, of which more than 38,000 are software engineers.*

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