



PRESS RELEASE

EGO 56V Power Garden Range wins Mitre 10 New Zealand's Most Prestigious Award



EGO 56V Cordless Outdoor Power Equipment by Chervon celebrates yet another success, taking home the 2016 Innovation Award at New Zealand's prestigious Mitre 10 Awards, held this year at their Gala Dinner & Conference in Shanghai.

New Zealand's number 1 home improvement retailer, Mitre 10 shortlisted 5 suppliers for their coveted Innovation Award, in a year where the category received more entries than ever before.

The 'Innovative Award' as voted by the Mitre 10 Support Centre, acknowledges a business and its products demonstrating true category leading innovation in terms of feature, performance and end user benefits, as well as the business' overall execution in bringing the product to market.



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Launched in October 2015 into 38 Mitre 10 MEGA stores across New Zealand, the EGO 56V Power Plus range exceeded all sales expectations with a 6 month sales program achieved in just 13 weeks. As part of the launch, Chervon delivered a solid and strategic marketing program to drive sales and brand at launch.

Chervon Australia Business Director, Barry Crowhurst commented. “It seems both industry and consumers can’t get enough of the EGO Power Plus 56V Range, and we couldn’t be more proud to be the winner of Mitre 10’s Innovation Award for 2016. We look forward to continuing and developing the opportunities further with Mitre 10 to deliver the New Zealand Gardener the very best in product cordless innovation, performance and design.”

Links to Images

[EGO Innovation Awards Picture](#)

Brand Logo Links

[EGO Logo Positive](#) [Vector File](#)

[EGO Logo Negative](#) [Vector File](#)



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ABOUT EGO 56V POWER Plus

The EGO brand of cordless outdoor power equipment delivers POWER BEYOND BELIEF and is the brainchild of Chervon, one of the world's largest manufacturers of electric power tools and related products. For the past 20 years, Chervon has specialised in researching, developing and manufacturing electric power tools for many of the largest professional brands. The company's philosophy— to build a better world by building better tools— has earned it a reputation for quality and innovation. Notable achievements include introducing the first ever power tool equipped with a laser guideline, leading the laser level and digital level markets, lithium-ion power tools and, most recently, the launch of EGO. Chervon is a global operation with locations in the U.S., Canada, Europe, Australia and Asia.

For more information visit www.egopowerplus.com.au or www.chervongroup.com