



PRESS RELEASE

REVOLUTIONARY CORDLESS MOWER TAKES OUT TWO AUSTRALIAN BUSINESS AWARDS

EGO Power Plus has been recognised as an ABA100 Winner in The Australian Business Awards 2015 for Best New Product and Product Excellence.

The awards recognised EGO Power Plus's achievements for its 56 Volt Power Plus Lawnmower which has impacted the cordless Outdoor Power Equipment market since October 2014, offering a powerful alternative to petrol options.

Barry Crowhurst, EGO's National Business Manager said the company had spent the last 10 years researching, developing and perfecting the industry-leading 56 Volt cordless range of Outdoor Power Equipment.

"We've had a clear goal of offering not only to the Australian gardener, but the world, an environmentally friendly and powerful alternative to petrol products without all the challenges that comes with this option," Mr Crowhurst said.

"To achieve these two awards within our first 12 months acknowledges and distinguishes our strive for excellence, quality and superior performance to meet and exceed consumer expectations as the world becomes more environmentally conscious and focused.

"It is with great honour we accept both these prestigious accolades and thank the Australian Business Awards for recognising our product still in its infancy within the Australian market."

Australian Business Awards Program Director, Tara Johnston, said for a decade the awards have conducted knowledge-building programs, which focus on organisations that prioritise innovation and technology as they continue to drive local and international markets.

"The ABA100 Winners have demonstrated innovative, enterprising and technologically advanced business initiatives and products that support an obvious transformation coinciding with the ever-changing, highly competitive business environment," Ms Johnston said.

"High-performing, intelligent organisations that continuously and effectively improve their processes and products are set to survive the long term challenges faced by all Australian businesses."

Each year the ABA100 Winners are recognised through a variety of different award categories that demonstrate business and product innovation. Corporate, government and non-government



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organisations are acknowledged for implementing well-managed industry leading initiatives and for the research and development of high-performing products and services.

Businesses initiatives are evaluated utilising the POEM Assessment Module via a detailed analysis of the method, execution, performance and outcomes of their initiative. Products including platforms, software, knowledge, systems, services, information and devices are evaluated via the PREF Assessment Module, which evaluates their features, end user benefits, research and performance.

For more information on The Australian Business Awards and the 2015 ABA100 Winners go to www.australianbusinessawards.com.au.

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Media contact:

Barry Crowhurst
Mob: 0428 153 343
Email: bcrowhurst@egopowerplus.com.au

ABOUT EGO POWER+

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 specialized 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 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