

GLOBE GROUP

LEADING IN BATTERY
POWERED EQUIPMENT



Presseinformation

Expansion in the professional market

Globe Tools participates in Cramer

Cramer product range extended purposefully

The Globe Tools Group, one of the world's leading manufacturers of battery-driven power and gardening tools, participates in the Cramer GmbH in Leer from September 2017. „This involvement is a perfect partnership“, says manager Achim Peters. „Through the Globe Tools Group Cramer attains a large expertise from the advanced area of accumulator technology, that would not be accessible without this cooperation.“

His co-manager Andreas Bruns adds: „And we will participate in the company's international distribution network, which will allow Cramer to break into new markets. Peters and Bruns will continue to run the management of Cramer. The location Leer as well as the employment are secure and remain unchanged. „There will be little change for the staff of Cramer GmbH“, explains Peters. „We are merely part of a bigger family now that is well prepared for the future.“

„With their participation, the Globe Tools Group now homes in on the specialist trade and the professional market“, explicates Globe Tools Europe-CEO Torsten Bollweg. „At this point the high expertise of



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Cramer in the field of sweeping machines, leaf vacuums, shredders and front mowers needs to be highlighted.“

„Fuelless‘ technologies are capable of sustainably changing the world of professional outdoor equipment“, points Globe Tools sales director for the specialist trade D-A-CH Horst Martens out. „And we are going to pass the benefits of this innovations to our trading partners and consumers - next to the traditional Cramer products for landscaping and gardening.“ So far, the group has not had the resources to achieve the aspired level in both areas. „Therefore we searched for a strategic partner who enables us to provide an exclusive brand in the specialized trade“, adds CEO Torsten Bollweg. The cooperation would result in outstanding synergy effects for Globe Tools and Cramer in terms of the production capabilities and the pan-Europe distribution.

The internationally operating Globe Tools Group is one of the world's leading manufacturers of battery-driven power tools and gardening tools. It currently crafts 1.2 million units with more than 4.000 employees on a production space of 240.000m² in Changzhou, China. More than 350 engineers are developing new technologies and products in North America and Europe. There are regional sales offices in Mooresville near Charlotte (USA) and Malmö (Sweden). In addition there are offices and branches in Seattle (USA), Canada, Jönköping (Sweden) and Cologne.

Globe Tools sells its products in the USA, Canada, Europe, China and



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Russia. By now the group is the market leader in the USA with listings at all western trade organizations. Heretofore Globe Tools offered a product range for almost all tasks around the house, construction sites and gardening for handymen and hobby gardeners in Europe with the brands Greenworks and Powerworks.

The Cramer GmbH with headquarter in Leer is a middle-class developing and production company for high-quality garden and sweeping machines as well as universal leaf vacuums. In 2010 Cramer celebrated 175-year-old existence of the former blacksmith. Technical innovation strength and value work Made in Germany, supported on the most modern production plants, protect lasting success and independence of the machine factory.

The technical gardening tools and cleansing devices have developed since the 70s to the core competence: garden shredders, verticutters, universal leaf vacuums, sweeping machines and as "a top seller" front mower with the top-of-the-line model TOURNO King Size belong to the programme.

Globe Tools Europe provides further information.

For the press: This text and recommendations for picture are available for download under: www.waschzettel.de/page.cgi?ID=37694



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