



## Press-Information

WORX Landroid mowing robot best product of the year 2019

### **Plus X Award presented to Don Gao**

#### **Positec founder and CEO was very pleased**

The Positec WORX Landroid mowing robot has won the coveted Plus X Award in no less than five categories and has also been named "Best Product of the Year" by the jury. In the local environment of Spoga+Gafa fair in Cologne, jury chairman Frank Kreif presented the certificates to Positec founder and CEO Don Gao and EMEA CEO Torsten Bollweg. "We are proud of this award for one of the most popular products in the extensive WORX family," commented Don Gao.

"It's both an award and an incentive for us," added Torsten Bollweg. No other product has received so many seals of approval in this product category this year. The Worx Landroid mowing robots have been awarded the Plus X Award seal in the categories Innovation, High Quality, Design, Functionality and Ecology. "A reason for the top-class jury to also award the product series the "Best Product of the Year 2019" seal," explained Frank Kreif.

In its statement, the jury stated: "Worx proves with its Landroid series that innovations can also be delivered in the booming segment of mowing robots. For example, the batteries can also be used in other garden tools, which is convincing in terms of sustainability. Top features such as obstacle detection or voice control are no longer tied to the size of the machine, but can be added modularly to even the smallest model. In addition, the Landroid series convinces with best workmanship and a memorable design".



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The award-winning Worx Landroid mowing robots offer five-fold extra safety. The completely new Worx Landroid, for example, effortlessly steers around obstacles with its anti-collision system. Where other mowing robots blindly hit trees, plants or garden furniture, it bends them around with ultrasonic sensors and autopilot technology.

The Plus X Award is the world's largest innovation award for technology, sport and lifestyle. It honors brands for the quality and innovative edge of their products. A jury of experts consisting of various representatives from different industries awards the seals of quality of the innovation prize: Innovation, design, high quality, ease of use, functionality, ergonomics and ecology. This approach of the Plus X Award is unique. In contrast to many competitors, who see themselves mainly as design awards, the Plus X Award with its seven quality seals has a more differentiated approach. The Plus X Award seals of approval are not only a benchmark for the best products, but also an unmistakable sign of brand quality.

Further information on this topic is available from Positec in 50825 Cologne, Germany

For the editors:

This text and image proposals can be downloaded from the Internet at [www.worx-europe.com/presse/](http://www.worx-europe.com/presse/), [www.waschzettel.de/page.cgi?ID=38074](http://www.waschzettel.de/page.cgi?ID=38074)

### **Worx - A brand of the POSITEC Group**

The Worx brand is at home all over the world. In addition to all European countries, our products can also be found in North and South America and China.

Positec not only distributes its products internationally, but also works like this. Across time zones, languages and continents, dedicated and unique people work on the solutions that will help you tomorrow to complete your projects and work smarter and faster.

The Positec Group is still owner-managed by Don Gao. Values such as sustainability, innovation and customer focus are at the heart of all products.

In addition to innovative garden tools and power tools, Positec demonstrates its innovative strength particularly clearly in the field of lawn and mowing robots. With the Worx Landroid mowing and lawn robot, a new standard has been defined in the product class.

We believe there is still a lot to do and smart solutions are needed.

Innovative solutions that question traditional ideas and offer you real added value in the realisation of your projects - regardless of whether you are a professional, do-it-yourselfer or enthusiastic gardener.



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