



## Press Release

Honored by the EU Commission:

# **Silver Award for WORX Landroid robotic mower**

## Intelligent solutions for a safer garden

For the first time, a robotic mower, the WORX Landroid, has been awarded by the European Commission for its smart solutions for a safer garden. "The extra safety features benefit small children and animals and are all well explained," said the Jury. Paolo Andriolo, Senior Vice President Marketing at Positec Group, accepted the silver medal in category 2, combination of safety and new technologies, on September 28, 2021 in Brussels.

Didier Reynders, Commissioner for Justice and host of the award ceremony, said: "The winning companies of the EU Product Safety Award set the standard for innovation that makes products safer. I hope that their efforts to protect consumers in Europe will inspire other companies. The award is testament to the expertise, ingenuity and vision of the people behind these companies."

Despite robotic lawn mowers are safer than human-operated mowers by several orders of magnitude, at Positec we strive to be even safer to human beings and wildlife as well. To make the garden as safe as possible for everyone, Positec developed a cutting-edge intelligent mower with a wide range of safety features.

Every Landroid mower is equipped with low-inertia, auto-retracting blades and sensors that stop the blades from spinning if the robot is lifted. The robots also feature a proprietary electronic control capable of differentiating between progressive load increases (denser grass) and sudden load increases (the blade hitting an obstacle). In addition, the company has introduced unique ultrasonic sensor technology that



Manfred Eckermeier  
Pressesprecher  
phone: +49 (0) 22 48 / 91 47-33  
mobile: +49 (0)170 / 7 75 82 41  
e-mail: [eck@bfconline.de](mailto:eck@bfconline.de)  
[presse@positecgroup.com](mailto:presse@positecgroup.com)  
[www.worx-europe.com](http://www.worx-europe.com)

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automatically steers the robot away from obstacles as well as a 'save-the-hedgehogs' mode: a function that restricts the operation to daylight only, when the small, nocturnal mammals are sleeping in their shelters.

Further information on the topic is available at [www.worx-europe.com](http://www.worx-europe.com)

### 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/)

and at <https://www.waschzettel.de/?ID=38655>

### 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.



Manfred Eckermeier  
Pressesprecher  
phone: +49 (0) 22 48 / 91 47-33  
mobile: +49 (0)170 / 7 75 82 41  
e-mail: [eck@bfconline.de](mailto:eck@bfconline.de)  
[presse@positecgroup.com](mailto:presse@positecgroup.com)  
[www.worx-europe.com](http://www.worx-europe.com)

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