



Presseinformation

Branch legend brings fresh drive:

Hans Joachim Endress moves to Kress

Vice President Sales Central and Northern Europe

Hans Joachim Endress starts on August 1 as Head of Kress sales DACH and Vice President Central and Northern Europe. In this role, he works with the sales teams that report. In his previous position, Hans Joachim Endress has actively shaped the market for a decade and a half. He maintains direct contact with the specialized trade and looks forward to developing the business further with our Kress Partners in his new role.

Through its Kress brand, the Positec Group has introduced RTKn technology, which has redefined wireless technology for robotic mowers in the private and commercial sectors through precise positioning data. Instead of requiring multiple on-site antennas as do other RTK mowers, Positec's technology uses a global network of base station antennas, allowing any mower within the network's coverage area to operate seamlessly without a local antenna.

As Positec Group increases its focus on the commercial gardening market, Kress has introduced a new proprietary battery technology that is the only viable choice for commercial landscapers to replace petrol. The battery offers up to 8 minutes of mobile charging time, more than 3,000 cycles (10 times the industry standard) and high-performance discharge performance comparable to that of gasoline-powered equipment, thus eliminating the previous problems associated with battery-powered equipment in the commercial sector. This will enable the landscaping and long-reach gardening industries, which have long sought a viable alternative to loud, smelly and harmful two-stroke engines, to successfully transition to a technology that is better for the



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

Text vom 11.04.25
2 Seite(n), 458 Wörter, 2578 Zeichen
für Presse

Der Nachdruck ist bei Herstellerhinweis
honorarfrei.

Wir freuen uns nach erfolgtem Abdruck über
zwei Belegexemplare.



Presseinformation

end user, the commercial customer and the environment, without compromising performance, runtime or cost.

Further information on the topic is available at <https://www.kress.com/de-de/#>

Für die Redaktion:

Diesen Text und Bildvorschläge finden Sie im Internet zum Download unter www.waschzettel.de/?ID=xxxxx

Kress – A brand of the POSITEC Group

Positec not only sells its products internationally, it also works internationally. Across time zones, languages and continents, dedicated and unique people work on 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 our products. In addition to innovative gardening equipment and power tools, Positec's innovative strength is particularly evident in the field of lawn and mowing robots. The Kress Mission Mäh- und Rasenroboter, for example, has defined a new standard in its product class.

We believe there is still a lot to be done and that smart solutions are needed. Innovative solutions that challenge conventional ideas and offer you real added value in the realization of your projects – whether you are a professional, a DIY enthusiast or an 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
presse@positecgroup.com
www.worx-europe.com

Text vom 11.04.25
2 Seite(n), 458 Wörter, 2578 Zeichen
für Presse

Der Nachdruck ist bei Herstellerhinweis
honorarfrei.

Wir freuen uns nach erfolgtem Abdruck über
zwei Belegexemplare.