



Presseinformation

Sustainable with Kress battery technology

Landlord TAG Wohnen opts for emission-free green maintenance

Strong facility management team in Gera

TAG Wohnen is one of the major players in the German rental market. With a portfolio of around 84,000 apartments, mainly in eastern Germany, North Rhine-Westphalia, Lower Saxony, and Schleswig-Holstein, the company focuses on affordable housing. Investments in the energy-efficient renovation and modernization of its properties, as well as digital management solutions, underscore TAG Wohnen's commitment to offering contemporary and sustainable living space in attractive neighborhoods. That is why the landlord relies on KRESS battery technology, among other things.

This is also the case in the Thuringian university town of Gera, with its population of just under 95,000. Around 12,000 of them live in the 6,360 residential units owned by TAG Wohnen. The company has set itself the goal of creating affordable, attractive, and sustainable living space for many people.

TAG Wohnen's housing portfolio is geared to the requirements of various prospective tenants. Renovation work is creating family homes, practical apartments for couples, modern apartments for young people, and barrier-free living concepts for senior citizens. "Quality of life is not only defined by what's inside your own home, but also by a functioning neighborhood community and an attractive environment," explains Christian Zimmermann, team leader at TAG Immobilien Service GmbH in Gera. His team is responsible for maintaining the green spaces in the residential areas, among other things.



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The green space maintenance staff are responsible for maintaining 140,000 m² of lawn, hedging 13,000 m² of planting areas, trimming 19,000 m² of hedges, and providing winter services for approx. 44,000 m² of traffic areas.

Since 2017, TAG Immobilien Service GmbH has largely converted its own machine park to battery-powered equipment. The switch to Kress battery technology began in 2024. "On the one hand, we want to protect our employees from noise and exhaust fumes and, on the other hand, offer our tenants largely noise-free green space maintenance," says Christian Zimmermann. Volker Haase, Regional Facility Management Manager at TAG Immobilien Service GmbH, adds: "The Gera and Erfurt sites started with battery-powered equipment. Since then, we have been gradually rolling out battery technology to our hand-held machines. The experience gained in Gera has contributed significantly to its acceptance among our colleagues."

The TAG site in Gera currently has 60V Commercial lawn mowers, 42 cm brush cutters, hedge trimmers, articulated and long-shaft articulated hedge trimmers, 42 cm brush cutters, backpack leaf blowers, chargers for large batteries, 11 Ah batteries with 660Wh, 4 Ah batteries with 240Wh, 60V batteries with 2.0Ah, quick chargers, and Capsule Cybertanks and Cybertanks Lite from the Kress range are currently in use.

TAG Wohnen pursues an approach of covering numerous services within its own company. At the Gera site, TAG Immobilien Service GmbH and its 41 employees are responsible for building management. In-house caretaker teams and specialists in building cleaning and grounds maintenance ensure that both the residential buildings and the outdoor facilities are always well maintained and safe for traffic.

Ralph Langbein, Michael Höpfner, Klaus Jochen Häsel, and Mike Hupfer, employees in property services, are delighted with their clean and reliable Kress battery-powered tools.



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

The Positec Group is still owned and managed by Don Gao. Values such as sustainability, innovation, and customer focus are at the heart of all its products. In addition to innovative gardening tools and power tools, Positec's innovative strength is particularly evident in the field of lawn and mowing robots. The Kress Mission mowing and lawn robot has set a new standard in this product class.

We believe there is still much to be done and that smart solutions are needed. Innovative solutions that challenge traditional ideas and offer you real added value in the realization of your projects—whether you are a professional, a DIY enthusiast, or a keen gardener.



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