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Grand opening of Einhell Welt: Tool manufacturer presents new state-of-the-art facility in Landau/Isar



After an 18-month construction period, last Thursday Einhell Germany AG celebrated the inauguration of Einhell Welt, its new office building and exhibition facility. Alongside international guests from the various subsidiaries of the group, the event was also attended by representatives of partner BMW i Motorsport, the Einhell testimonials Anna Kraft and André Schubert and other special guests.

Grand opening - DIY style

Landau an der Isar, September 25, 2019 - On Thursday September 19, tool manufacturer Einhell invited its guests to the group headquarters in Landau for the inauguration of Einhell Welt. During the ceremony, CEO Andreas Kroiss opened Einhell Welt together with company founder Josef Thannhuber with a symbolic cutting gesture. But instead of the traditional red ribbon, a red piece of wood was cut through with two cordless crosscut saws from the Power X-Change range.

"In the form of Einhell Welt, we have given ourselves the nicest possible present for our 55th anniversary," said Andreas Kroiss, CEO of Einhell Germany AG, during his speech at the opening ceremony. "I am incredibly proud to see how our company has developed in recent years," added Josef Thannhuber.

More than 100 guests from all around the world had followed the Board of Directors' invitation to attend the event and inspect the 1700 sqm new build.

More space for the Enablers

During guided tours in and around Einhell Welt, the varied and modern facilities were demonstrated to the audience by, among others, Andreas Kroiss himself as well as the Einhell Enablers Anna Kraft and André

Schubert. The heart of the facility is the new showroom, which allows guests to see the wide and varied Einhell range up close. In future, visitors will be able to see product innovations for themselves in extended practical tests in the demonstration workshops, training rooms and the new outdoor test site. The bright and open office and meeting rooms will give the ever-increasing number of employees space for flexible and cross-functional working.

Podium discussion: rechargeable battery technology

Alongside representatives from its subsidiaries, Einhell had also invited its partners from BMW i Motorsport, who brought along the BMW iFE.18 fully-electric race car as a temporary part of the exhibition for rechargeable battery technology. The subject of rechargeable battery technology was then also picked up on during the subsequent podium discussion. BMW i Andretti Motorsport Team Principal Roger Griffiths, driver Alexander Sims and Einhell CEO Andreas Kroiss answered questions from host Anna Kraft about Formula E in general and the newly-opened Einhell Welt.

"Einhell Welt is a symbolic representation of the constant development and progress of the company in recent years, and it clearly highlights the high quality and innovative design of Einhell products. I am certain that the possibilities afforded to us by Einhell Welt will help us to rigorously pursue our mission of cordless freedom in every household with garden," explained Kroiss.

About Einhell

Einhell is a leading manufacturer of state-of-the-art tools and equipment for the house and garden. By continuously expanding our innovative rechargeable battery platform Power X-Change, we are now already the market leader in the area of cordless tools and garden equipment. We set new standards in terms of the endurance, performance and safety of our products and inspire our customers by offering excellent value for money, first-class customer service and the freedom of cordless operation for all their DIY projects.

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Medieninhalte



The new Einhell Welt at the company headquarter in Landau



Grand opening of Einhell Welt by CEO Andreas Kroiss and company founder Josef Thannhuber



The cordless tools of the Power X-Change platform



Podium discussion with (from left) CEO Andreas Kroiss, BMW i Andretti Motorsport works driver Alexander Sims, BMW i Andretti Motorsport Team Principal Roger Griffiths, family Thannhuber (background) and host Anna Kraft



The area for stationary tools in the new showroom of Einhell Welt



The modern exhibition areas for the devices of the garden assortment

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