

Efficiency boost for professional users:

Bosch opens Professional 18V System for expert brands

Save time, space and money with one battery for all tools

- ▶ Added value for professionals: More flexibility and a wider application range than ever before
- ▶ Strong alliance: Seven expert brands already on board – and more to come
- ▶ Technology from Bosch: Basis for the trust given by partners and users
- ▶ Expansion of the Bosch cordless segment: 100 tools within the next two years



Bosch Power Tools is opening up its 18 V battery platform for other professional brands, thereby revolutionizing the cordless segment for professional users. “We give tradespeople tools in their hands that make them achieve the best results faster, easier, cheaper and safer,” said Lennart de Vet, Managing Director of Robert Bosch Power Tools GmbH, responsible for Bosch Professional. The focus is on efficiency and effectiveness. Opening up the 18 V battery platform will offer professional users significant added value: Through its partnership with Brennenstuhl, Sulzer, Klauke, Ledlenser, Lena Lighting, Sonlux and Wagner – all experts in their fields – Bosch offers an even wider application range and even more flexibility in the use of specialized products such as floodlights, caulking guns, cordless hydraulic cutting tools and paint spraying systems. More manufacturers will follow. From now on, professionals just need to take one battery and one charger with them – this saves time, space and money. A pile of incompatible batteries and chargers will therefore be a thing of the past. “Opening up the Professional 18V System is the prelude of a worldwide partnership with strong expert brands. The common goal is to offer professional users the best

18 V system across many brands and countries – and thus giving them a further boost in efficiency,” said Lennart de Vet.

Partners and users lay their trust in the Bosch brand

The cross-brand battery system is based on cordless technology from Bosch.

“The Professional 18V system offers our users enormous added value, for example through the fastest charging time in the market. In combination with our high performance LED work lights, it was clear to us that only a cooperation with the technology leader would be possible,” said Ralf Nickles from Brennenstuhl. Roman Thönig from Sulzer emphasized the flexibility and versatility of the system: “The Professional 18V System contains already more than 180 tools – and we are an important part of it. We enrich the system with a full range of one- and two-component cordless dispensers for both the Cox and Mk brands.” Tim Lumme from Klauke relies on strength in the system. “Many of our customers own Bosch tools. With our new Orange Line, we are offering these customers unique battery-hydraulic safety tools with triple insulation that are powered by Bosch batteries. This creates high value-added.” Bosch itself is extending the cordless segment by 100 tools up until 2022 – launching more cordless tools than ever before on the market within two years. The share of cordless power tools will rise from 60 to 80 percent within the next three years. “We believe in the innovative strength of Bosch and invest in a system that is safe and state-of-the-art – not only today, but also in the future,” said Thomas Willing from Ledlenser. “Our contribution is the high-performance searchlight XP30R, which combines maximum light output and reach with good portability.”

The consistent compatibility since 2008 is another advantage of the system.

“This compatibility ensures maximum freedom and simplicity. We could not make a better promise to our customers,” said Artur Temnicki from Lena Lighting. “Our new compact LED projector Magnum Future Led XS offers tradespeople many useful functions and ensures effective and energy-saving light for all work areas.” Quality and robustness are just as important in the professional environment. Christian Wöhner from Sonlux: “The batteries from Bosch are very robust and designed for the tough requirements on the construction site – as is our new LED work light Gladiator SL I Akku. It extends our Gladiator SL family and is an all-round solution for light security on the construction site.” Availability and flexibility are key factors for Thomas Jeltsch from the coating specialist Wagner. “Just like Bosch, we are operating all over the world and want to give our customers access to the latest battery technology. We are convinced that cordless tools offer our users a maximum level of flexibility that they don’t want to miss in future.”

To date, users worldwide have already purchased more than 60 million professional 18 V lithium-ion batteries bearing the Bosch name. Together with the partners, Bosch is driving forward the cordless construction site of the future.

You can find further information about the Professional 18V System – powered by Bosch at www.professional-18V-system.com

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About Bosch

The Robert Bosch Power Tools GmbH, a division of the Bosch Group, is one of the world's leading providers for power tools, power tool accessories and measuring tools. In 2019, its roughly 20,000 associates generated sales of 4.8 billion euros, about 85 percent of which outside of Germany. With brands such as Bosch and Dremel, the division stands for customer focus and great engineering progress. The core success factors are innovative strength and pace of innovation. In 2020, Bosch Power Tools will again launch more than 100 new products onto the German market in its four business segments power tools, accessories, measuring tools and garden tools.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 400,000 associates worldwide (as of December 31, 2019). The company generated sales of 77.7 billion euros in 2019. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. Bosch employs some 72,600 associates in research and development at 126 locations across the globe, as well as roughly 30,000 software engineers.

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