



CONTENTS

INTRODUCTION	3
BATTERY TECH	4/5
NOISE & VIBRATION	6/7
EMISSIONS	8/9
CONNECTIVITY	10/11
FINANCIAL	12/13
SUMMARY	14



**A PETROL
BRUSH CUTTER
EMITS 11X MORE
CO2 THAN A FORD FIESTA**

In a recent survey of people using grounds maintenance equipment, 84% said that everyone should do their bit to reduce pollution, with 60% saying that a switch to electric power tools would be helpful. We also asked professionals what qualities they most looked for in equipment. The top three were performance (44%), power (43%) and value for money (36%).

Yet even though battery-powered equipment delivers exceptional performance, power, and value (as we'll demonstrate), and also eradicates pollution at the source, petrol remains the 'go-to' fuel of choice for professionals. This is despite some staggering statistics, including the fact that a petrol brush cutter emits 11x more CO2 than a Ford Fiesta [1].

A switch from petrol to battery power can enable users to have the same, and in some cases improved performance, power and value for money. From what we know working closely with the professional sector, however, making that switch isn't quite as easy as it sounds. It's clear that for commercial users, some doubts about battery power remain.

[1] The Report, Attitude and usage of battery vs petrol, a compilation of analysis and data, Challenge 2025 & EGO, 2020.

BATTERY-POWERED EQUIPMENT FOR PROFESSIONAL USERS

THE NEXT GENERATION.

Rapid advances in battery technology

The fact is, battery technology has come a long way, and changed dramatically even in recent years. This change has been led by major automotive manufacturers who know the days of petrol are over and are investing heavily in battery technology. Gone are the days of overheated, underperforming batteries with poor run-times. All of EGO's research and development efforts have gone into producing a battery platform that delivers the optimum amount of power over the widest range of equipment, with a focus on controlling heat mechanically, chemically, and electronically for the best run-times.

All of this means that market-leading equipment such as the EGO Power Plus's PRO X range is not only able to rival the performance of petrol alternatives. In many situations, it actually exceeds it. Estimates indicate that handheld tools are majority battery-powered with most product categories at 50% or over with chainsaws being the only likely exception. So, while petrol is still dominant in the professional market, the picture is changing rapidly and battery-powered equipment is gaining ground very quickly. Several factors are driving this shift.

The public sector wants grounds maintenance to go green

In Europe alone, public authorities spend €1 trillion annually on procuring goods and services from external suppliers. A significant part of these services includes the maintenance of grounds, parks, and open spaces, as well as schools and leisure facilities.

Unsurprisingly, therefore, public sector contracts are one of the main sources of revenue for professional ground maintenance operators.

As upholders of citizen well-being, public bodies are increasingly aware of their need to minimise their impact on the environment and address the health and safety risks associated with petrol, including noise and vibration levels.

We see this happening already, and over coming years the public sector will leverage its immense buying power to formally write these demands into contracts. In fact, the EU has already established guidelines on Green Public Procurement (GPP) – or what's known as 'green purchasing' [2].

GPP is defined as 'public procurement for a better environment... whereby public bodies seek to procure goods, services and works with a reduced environmental impact throughout their life cycle.' Although this is currently an EU protocol, the UK is also expected to fully embrace its objectives, and so it's clear that for the professional grounds maintenance sector, big change is imminent.

The end of petrol?

GPP guidance requires adopting stringent regulations about engine exhaust and air pollutant emissions. As such, it actively promotes the use of low noise, low emissions technology. Moreover, as part of its 2014 Procurement Directive, the European Commission encourages public authorities to consider this whole lifecycle cost of the technology they use, rather than just the initial cost of purchase [2].

It's clear therefore that policymakers are pushing hard for the end of petrol and the start of something greener, and battery power offers the only viable alternative. Petrol is still tolerated – just – but the question is for how long?

While many grounds maintenance professionals have embraced the inevitable and begun the migration to battery power, many remain hesitant. One of the main reasons they give for this is the perceived cost of investment. This argument collapses under closer examination which we will explore later on.

[2] EU Green Public Procurement Criteria for Public Space Maintenance, European Commission, 2019.