



PRESS RELEASE

STUDENTS GET EGO BOOST

EGO, the cordless outdoor power tool specialist, has helped horticulture students put theory into practice at Bridgwater and Taunton College in Somerset.

Sixty students from the college's horticulture, green keeping, sports turf, countryside management and arboriculture courses attended. Apprentices and employers, who are undertaking the exciting new Apprenticeship Standard, were also invited in to take part in this special training day.

Designed to raise awareness of battery-powered cordless technology, the day included a theory session in the morning, followed by a practical session in the afternoon. Attendees were able to test the tools at the Cannington Golf Centre where they performed a variety of gardening work. This included trimming hedges down during opening hours, which would otherwise be limited due to the noise of petrol tools.

"Air pollution, noise pollution and sustainability are all clearly huge issues in today's society. More and more, we can see how petrol-based equipment does not combat these problems, and in fact adds to them," said Vince Brauns, Group Product Manager (EMEA) at EGO.

"That's why initiatives like this where we can educate young people entering the trade is so important. With the cordless technology from EGO, we deliver the same power as an equivalent petrol tool, but with less fumes, that's much quieter and much more sustainable for the planet."

Cary Rawlings, Assessor/Trainer at Bridgwater & Taunton College, said "I initially met the EGO team at Saltex 2017. We were thrilled to develop this relationship so that our students get to hear about the latest innovations and technology."

The training day proved a hit with all parties. Jacob Camplin, a Level 2 Greenkeeping Apprentice, said "Today was very enjoyable. I learnt about the benefits of battery-operated equipment over petrol."

Attendees were all provided with EGO's new FAQ document, giving detailed insight on battery technology and how it compares to petrol. The opportunity to understand how servicing and maintenance works with these tools was also a key part of the module, which included EGO's mowers, hedge trimmers, chainsaws, leaf blowers and line trimmers.

Brauns concludes: "It was great to partner with the Bridgwater and Taunton College and the day was a great success. It's fantastic to see students gain exposure to a credible alternative to petrol, and we hope to hold another similar event again soon."

To find out more about studying land based courses or undertaking an apprenticeship with Bridgwater & Taunton College, please call 01278 441234. Or for more about EGO, please visit
<https://egopowerplus.co.uk>

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