**RELENTLESS STRIMMING POWER BREAKS NEW GROUND**

**March 2017 –** Packed with innovation and industry leading technology that surpasses all others, line trimmers from EGO Power+ offer optimal balance, consistent trimming and relentless power.

EGO has introduced three new line trimmers to its power revolution, bringing the total in the range to five models – one of which has brushcutter capabilities too.

The new ST1500E-F, BC1500E-F and BC3800E have been innovatively designed with the user in mind. They utilise EGO’s unrivalled battery technology, exceptional growth and extensive R&D facilities to create products that are the best in their field. The result? These strimmers feature the new rapid reload, free rotating bump feed cap which allows for quick and easy line refilling that enables perfect line winding every time, and eradicates wasted time spent replacing line when you could be strimming.

The line trimmers deliver petrol matching power without all the downsides and keep operating (with less noise, fuss and fumes) until the job is complete. This is courtesy of EGO’s ground-breaking battery design and patented Arc-Lithium technology that is the brain power behind the EGO range.

The ST1500E-F has a large 38cm cutting swathe, variable speed options and lightweight aluminium shaft with an adjustable loop handle for maximum user comfort, balance and control. Alternatively, the BC1500E-F, also 38cm, has all the power and extreme capabilities of its stable-mate but with a solid steel drive shaft. On top of this, it has a bike handle for enhanced durability and prowess – giving users the freedom to work comfortably anywhere, with the added bonus of being exhaust and emission free.

Designed to perform and built to last, the third new model, the BC3800E adds brushcutting capabilities to the EGO line up. The EGO Power+ brushcutter powers through thick, dense brush with complete ease. The 38cm model boasts a three-sided brushcutter blade that conquers tough undergrowth. There is also a harness to assist with control and balance whilst using the tool, along with adjustable handles for greater comfort and more compact storage.

For the ultimate in power and performance, the BC3800E can be used with the EGO Power+ backpack battery to offer up to eight hours of usage on just one charge! Now that’s power beyond belief! EGO’s intelligent battery is designed like no other, making it the industry’s highest energy capacity battery, giving the user all the power to get the job done. All EGO batteries are interchangeable across the entire EGO range and featured the brand’s ground-breaking patented Arc-Lithium design and “Keep Cool” cell technology.

With a powerful and efficient brushless motor that improves both performance and run time, EGO line trimmers have all the power to get the job done.

The EGO Power+ range is available through Henton & Chattell’s nationwide dealer network.

For more information visit [www.egopowerplus.co.uk](http://www.egopowerplus.co.uk).

**ENDS**

Prices:

ST1210E £119 excluding battery and charger

£219 as a kit including a 2Ah battery and standard charger

ST1300E £139 excluding battery and charger

ST1500E £189 excluding battery and charger

ST1500E-F £199 excluding battery and charger

BC1500E £199 excluding battery and charger

BC1500E-F £219 excluding battery and charger

BC3800E £299 excluding battery and charger

**No: 17/**

For more information about this press release please contact Holly Daulby at Paskett PR. 01332 258335/07850 314040 or email hollydaulby@paskett.co.uk.