

GLOBE GROUP

LEADING IN BATTERY
POWERED EQUIPMENT

Change of European president at Globe Group

Simon Del-Nevo takes over the role of President – EMEA

Malmö, 26/04/2022: In line with the European-wide repositioning of the Cramer brand – the specialist for battery-powered gardening equipment and tools with durable professional quality – the Globe Group hereby announces a change in management. Simon Del-Nevo has been appointed as President EMEA, replacing Ralf Pankalla. Simon Del-Nevo had previously served as Group Executive Vice President. In his new role he will focus on sales, marketing and product management for all Globe Group brands (Cramer, Greenworks and Powerworks). Ralf Pankalla continues as Managing Director of Greenworks Tools Europe GmbH in Germany and will immediately take on the newly created position of Vice President – Operations, facing new challenges in the areas of Supply Chain Excellence & After Sales Service as well as Finance. He continues to hold various roles in operating companies throughout Europe.

Strategic realignment in management, focusing on sales and marketing

The changes in management are to take place with immediate effect at the Globe Group, in particular with the aim of optimising the sales and marketing areas of the European business. The Globe Group aims to use the internal restructuring of European management to increase turnover in retail, e-commerce and trade with the brands Cramer, Greenworks and Powerworks.

About Globe Group:

The Globe Group is the company which owns the brands Cramer, Greenworks and Powerworks. They are the market leader in the USA and the world-leading manufacturer of battery-powered tools and gardening equipment, and have over 5,000 employees worldwide. With more than 500 engineers, the company is continually developing new products in North America and Europe. In total, 96% of product components are made in the company's inhouse production facilities, spanning more than 240,000 square metres.

The Globe Group's mission is to improve people's lives, homes and gardens through the application of high-performance rechargeable products. With global reach and presence, world class brands and products they make home maintenance and improvement a cleaner task, as well as a joy to do. At the core there is a dedication to improve products, performance and to utilise the best, cleanest and most modern technologies. They are determined to create change for consumers and professionals all over the world, and are determined to power the future. For more information, visit: www.cramertools.com, www.greenworkstools.eu or www.powerworkstools.com



Captions:

Left Simon Del-Nevo new President EMEA, Right Ralf Pankalla, Vice President Operations and Managing Director of Greenworks in Germany

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