



NEW CORDLESS POWER TOOLS AND GARDENING EQUIPMENT RANGE ENERGIZER® EXPANDS ITS PRODUCT LINE INTO POWER TOOLS AND GARDENING

Marseille, Tuesday, March 20 2025 – Avenir Telecom, the exclusive licensee for Energizer® mobile phones, accessories and laptops worldwide, today announced the launch of its brand-new range of power tools and gardening equipment under the Energizer® brand.



After more than thirty-six years of expertise in accessories and over fifteen years with the exclusive Energizer® mobile & accessories license, Avenir Telecom is now entering the power tools and gardening equipment market with a full range of high-performance products designed for DIY enthusiasts.

From cordless drills to battery-powered lawnmowers, the company has leveraged its unique battery manufacturing experience to offer a comprehensive tools range designed for superior durability at the most competitive prices on the market.



“As the global Power Tools market keeps on expanding with a growth of 54% expected by 2032, it is shaken by a major shift toward more accessible battery-powered products. With Energizer's unique expertise in building powerful, reliable long-lasting products at the most accessible prices, there is a unique opportunity to address the fastest growing segment of the category” said Robert Schiano, CEO of Avenir Telecom.

The range covers all essential needs for construction and gardening with specific tools, including:

- **Cordless Power Tools:** Featuring lithium-ion battery technology, our cordless drills, screwdrivers, saws and sanders offer extended runtime and superior durability. The range includes ergonomic designs for maximum comfort and precision.
- **Gardening Equipment:** From powerful cordless lawnmowers to hedge trimmers and leaf blowers, the Energizer® gardening range is designed to make outdoor maintenance effortless. Built with durability in mind, these tools offer high performance with eco-friendly battery-powered operation.
- **Energizer Battery System:** All tools in the range are compatible with the 20V Energizer battery system, available in both 2A and 4A capacities, ensuring convenience and cost-effectiveness for users who need multiple tools.

“We have developed our power tools and gardening range with the same guiding principles:

- **Products that last**
- **Products with a sleek design**
- **Products that offer the best value for money**

"We are proud today to announce the availability of our products for every retailer on www.pro.avenir-telecom.com," said Mr. Schiano.

/// ABOUT AVENIR TELECOM

Avenir Telecom, under the exclusive Energizer® license, designs and distributes long-lasting smartphones and feature phones. Each range has its own specifications: HardCase (shockproof and waterproof), Ultimate (long-lasting batteries and performance), Max (easy to use and affordable). Avenir Telecom also offers a complete range of mobile accessories, including chargers, cables, phone cases and screen protectors, along with a dedicated highly resistant Lifetime warranty range. Avenir Telecom is listed on Euronext in Paris – compartment C (FR0000066052 – AVT). Avenir Telecom share is part of the CAC Mid & Small and CAC Technology indices.

/// ABOUT ENERGIZER

Energizer Holdings, Inc. headquartered in St. Louis, MO, is one of the world's largest manufacturers of primary batteries, portable flashlights and lanterns. Energizer is a global leader in the dynamic business of providing power solutions with a full portfolio of products including Energizer brand battery products such as Energizer® EcoAdvanced™; Energizer MAX®; Energizer® Ultimate Lithium™; Energizer Recharge® batteries and charging systems; and portable flashlights and lanterns. In 2016, Energizer acquired HandStands Holding Corporation, a leading designer and marketer of automotive fragrance and appearance products.

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