



PRESS RELEASE

Neuchâtel/Waiblingen, May 8th, 2014

STIHL and FELCO sign partnership deal

FELCO, the manufacturer of professional pruning shears and cable cutters, is to cooperate with chain saw and power tool manufacturer STIHL in the area of cordless pruning shears. A global collaboration contract covering distribution, co-branding, technological developments and market penetration was signed by STIHL and its affiliate VIKING on one hand and FELCO and its spin-off FELCO Motion on the other hand at FELCO premises, in Les Geneveys-sur-Coffrane, Neuchâtel (Switzerland) on May 7th, 2014. Two family-owned companies, decades of experience, each a specialist in its own field, strict quality standards and a high level of in-house production: There are many aspects that STIHL and FELCO have in common. This prompted the idea of joining forces to fill a gap in the STIHL product portfolio to the benefit of both parties. STIHL executive board member Norbert Pick explains: "STIHL expands the range of products which can be powered with our battery system." "This partnership marks a new milestone at FELCO. It inaugurates a new era in terms of new and co-developed products as well as synergies in marketing and distribution for our companies. Both sides win," says FELCO managing director Christophe Nicolet. The first co-developed tool, the ASA 85 cordless pruning shears, will be added to the STIHL product line this autumn.

Felco SA possesses 70 years of experience in the cutting and pruning expertise, associated with its young spin-off FELCO Motion, engine of the technological innovations dedicated to the new generation of electro-portable tools. The company is highly recognized by STIHL for its technology and manufacturing expertise in manual and battery powered pruning tools. The cooperation agreement will not be limited to cordless pruning shears: STIHL recently began selling, under its own brand, hand saws produced by FELCO. In addition, STIHL will further gradually extend its line with FELCO pruning shears and loppers starting in 2015. In this case, the origin of the products remains evident. Both STIHL and FELCO will appear on the packaging with their respective logos and brand colors. Christophe Nicolet illustrates: "We are confident that both OEM products and co-branded FELCO manual pruning shears will strengthen our global presence in professional pruning tools. Through this cooperation, both STIHL and FELCO are offering a better access to end-users looking for innovative pruning solutions."



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FELCO Company Portrait

FELCO is the world-leading manufacturer of professional pruning shears and cable cutters since 1945. FELCO manufacturing facilities and R&D center are based in Switzerland. Driven by passion, ethic and perfection, the FELCO entity brings together a vast network of importers in over 90 countries as well as 7 subsidiaries based in France, Germany, Benelux, Australia, South Africa, USA and Canada. The FELCO Group employs over 220 people on 3 sites located in Switzerland. Visit us at www.FELCO.com

FELCO Motion Portrait

FELCO Motion SA, created in 2010, is a spin-off of FELCO SA. Its first mission is to develop, design, assemble and deliver innovative mechanical and electronic solutions for all the new range of electro portable pruning and cutting tools FELCO is commercializing throughout its distribution network. The know-how developed and capitalized within our organization is also contributing to propose to other market segments and customers, high technological solutions with a clear focus on innovation, quality and durability.

STIHL Company Portrait

The STIHL Group develops, manufactures and distributes power tools for professional forestry and agriculture as well as for garden and landscape maintenance, the construction sector and the demanding private user. The range of garden power tools from VIKING complements the product line. Products are distributed exclusively through authorized dealers, including 34 marketing subsidiaries, about 120 importers and more than 40,000 dealers in over 160 countries. STIHL has been the world's top-selling chain saw brand since 1971. The company was founded in 1926 and is based in Waiblingen near Stuttgart. In 2013, STIHL achieved a worldwide sales volume of 2.81 billion euros with a workforce of 13,844.

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