

GAME OVER



Kress 

Game over

Even the most established industries face a moment ←
when technology changes everything.

Commercial landscaping has reached that moment, driven
by megatrends that are transforming every industry.

The new era begins now.
Those who embrace it can deliver premium, fully electric
service while cutting operating costs by over 40%¹.

For those who don't, the game is over.

Three megatrends are rewriting every industry

Robotization ←

Electrification ←

Digitization ←

Megatrends are ineluctable.
They happen whether we like it or not.

Kress isn't forcing the future.
We're simply making it happen.

¹ See page 7 for illustrative scenario assumptions.

Kress®

Commercial





☒ **Robotization**

☐ **Electrification**

☐ **Digitization**

Robotization

→ Across industries, robots do the jobs humans don't need to do — cheaper. So why let someone drive a zero-turn when it could drive itself?

Voyager isn't a mower — it transforms a landscaper's business model.

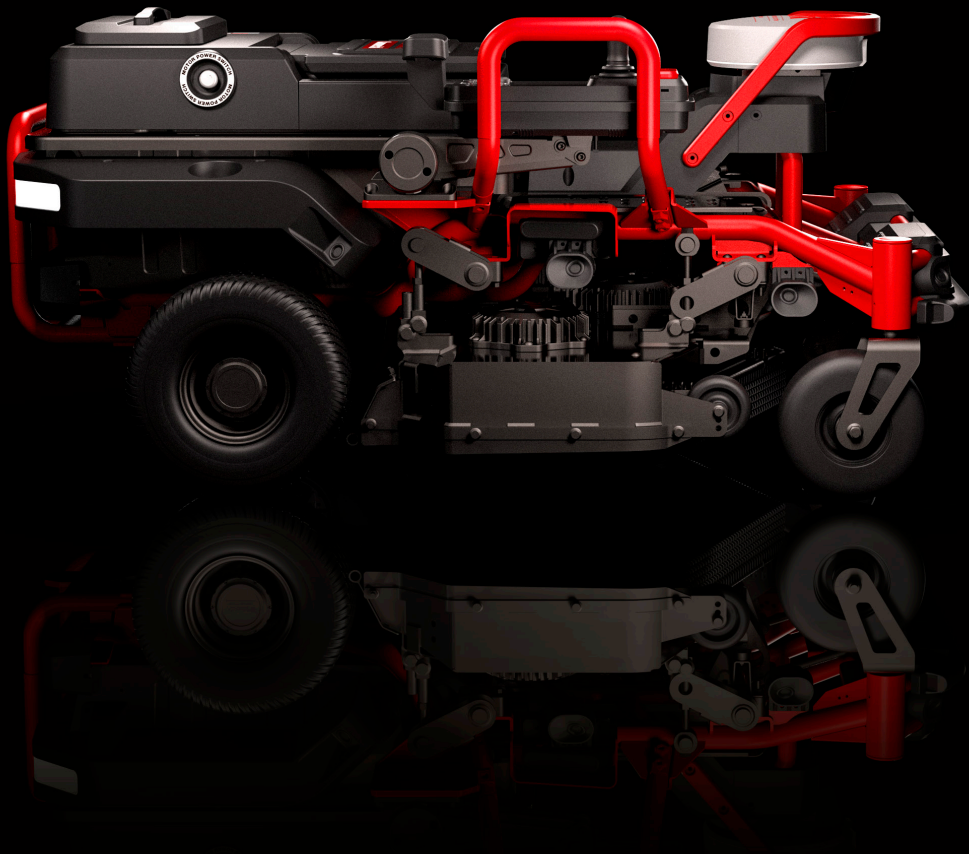
The unmanned era of mowing begins

Quiet. Autonomous¹. Crew-ready. ←

And built to transform how
landscaping companies work.

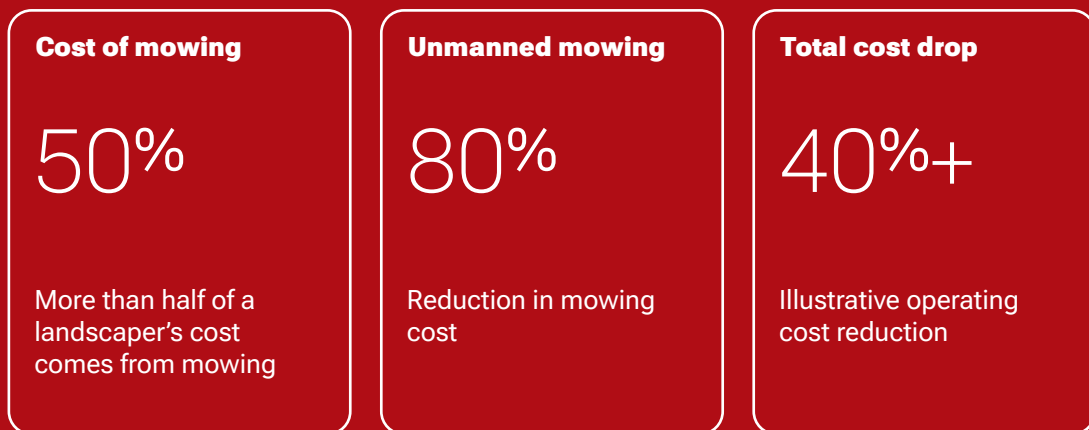
¹ Requires a one-time perimeter mapping before first use.

Kress  **voyager**





The math is simple — illustrative example¹



¹ Illustrative, scenario-based example for professional B2B audiences.

Figures represent rounded, conservative industry assumptions derived from interviews with commercial landscaping operators across multiple regions and internal cost modelling. The example assumes a typical two-person mowing crew in commercial lawn, grounds, or turf maintenance, where mowing represents a substantial and recurring share of operating costs.

Percentages shown illustrate proportional cost relationships only and do not represent expected, typical, or guaranteed outcomes for any specific business. Actual results may vary materially based on labour structure, pricing strategy, property mix, equipment utilisation, contract terms, local wage levels, and operating conditions. This example is not intended to apply to non-mowing-focused activities, including arboriculture, utility vegetation management, or construction-oriented landscaping.



The unfair advantage



Price 20% lower and earn 20 points more margin

The new economics of mowing

Illustrative scenario¹

Kress Voyager - Cash purchase

	1st year		2nd year	
	Zero turn	Voyager	Zero turn	Voyager
Mower	\$15,000	\$60,000		
Operator	\$55,000	\$0	\$55,000	\$0
Fuel/energy	\$5,250	\$272	\$5,250	\$272
Maintenance	\$1,500	\$0	\$1,500	\$500
Total	\$76,750	\$60,272	\$61,750	\$772
Savings		\$16,478		\$60,978

Kress Voyager - Financed purchase (5-year)

	1st year		2nd year	
	Zero turn	Voyager	Zero turn	Voyager
Mower	\$5,737	\$14,422	\$5,562	\$14,247
Operator	\$55,000	\$0	\$55,000	\$0
Fuel/energy	\$5,250	\$272	\$5,250	\$272
Maintenance	\$1,500	\$0	\$1,500	\$500
Interest				
Total	\$67,487	\$14,694	\$67,312	\$15,019
Savings		\$52,793		\$52,293

¹ This table presents an illustrative, scenario-based for professional B2B audiences, showing the order of magnitude of potential cost differences, not a prediction of your specific results. Figures are based on assumptions including: a typical two-man mowing crew, industry-average UK labour rates, representative maintenance costs for mid-size commercial zero-turn mowers, and average UK fuel and electricity prices as of December 2025. Individual variables (labour rates, utilisation, fuel/energy prices, financing terms, equipment models, and operating conditions) will affect your actual costs - in some cases significantly. These variations will change the precise figures but the fundamental economic principle (removal of mowing labour costs) remains material.

Total savings
\$275,390

3rd year		4th year		5th year	
Zero turn	Voyager	Zero turn	Voyager	Zero turn	Voyager
		\$15,000			
\$55,000	\$0	\$55,000	\$0	\$55,000	\$0
\$5,250	\$272	\$5,250	\$272	\$5,250	\$272
\$1,500	\$500	\$1,500	\$500	\$1,500	\$500
\$61,750	\$772	\$76,750	\$772	\$61,750	\$772
\$60,978		\$75,978		\$60,978	

Total savings					
\$262,140					
3rd year		4th year		5th year	
Zero turn	Voyager	Zero turn	Voyager	Zero turn	Voyager
\$5,562	\$14,247	\$5,737	\$14,247	\$5,562	\$14,247
\$55,000	\$0	\$55,000	\$0	\$55,000	\$0
\$5,250	\$272	\$5,250	\$272	\$5,250	\$272
\$4,733	\$733	\$4,733	\$733	\$4,733	\$733

	\$1,500	\$500		\$1,500	\$500		\$1,500	\$500
	\$67,312	\$15,019		\$67,487	\$15,019		\$67,312	\$15,019
	\$52,293			\$52,468			\$52,293	

The end of manned mowing

Same staff ←

Twice the lawns ←

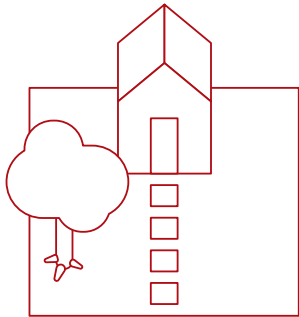
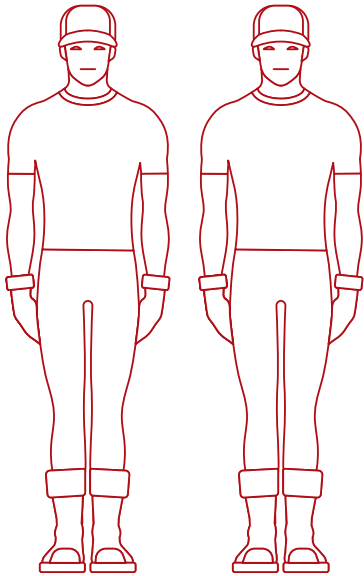
Higher profitability ←

Voyager turns one two-person mowing crew
into two one-person crews.

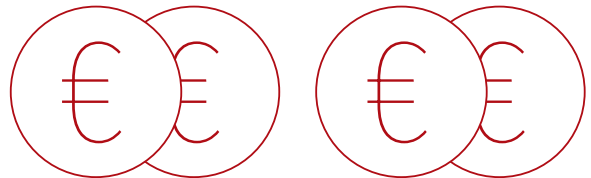
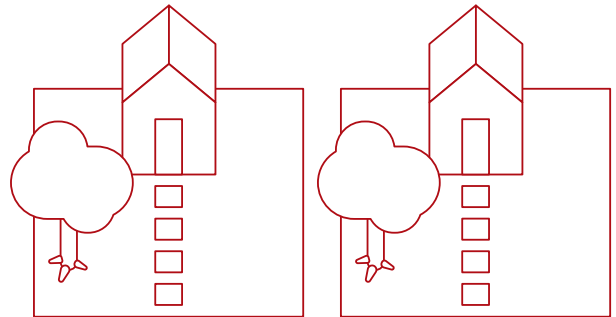
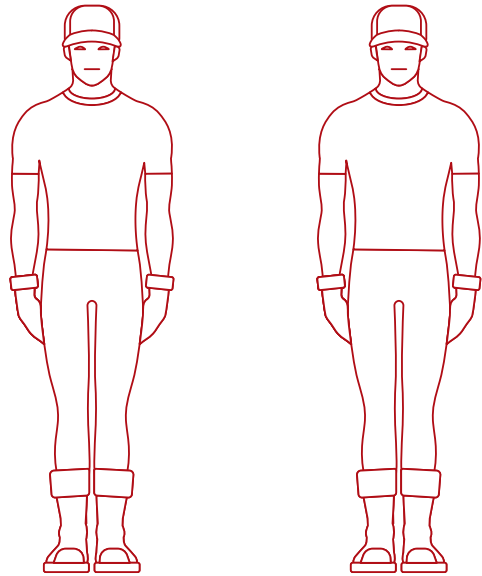
No operator stuck on a zero-turn.

Crews handle higher-value tasks while Voyager
handles the mowing, doubling customer
capacity without increasing headcount.

Manned



Unmanned





For the landscapers who plan
to own the market

Learn more
about Voyager





→ Voyager isn't for everyone. It's for the ones determined to pull ahead.

- > 2-man crew → 1-man crew
- > Capacity doubled
- > Premium service
- > Costs down 40%+

How the 40%+ advantage can be deployed (example):

- > Pricing reduced by 20%
- > Margin increased by +20 pts (e.g., 10% → 30%)

This is how market leaders rise. And how followers fall.

These figures present a hypothetical example of how a reduction in mowing labour cost could be allocated. These figures do not represent expected, typical, or guaranteed outcomes for any specific operation. Actual results will depend on your labour structure, pricing strategy, contract terms, and competitive dynamics.



Charging infrastructure



Top performance & lower operating costs

☒ **Robotization**

☒ **Electrification**

☐ **Digitization**

Electrification

→ Electrification is a global megatrend
reshaping every industry.

So why haven't landscapers
gone electric?

Because general-purpose battery systems:

- > lack the power needed for commercial work
- > don't last a full working day
- > can cost more to operate than gas



Ultra-fast charging on the go



Top performance & lower operating costs

The breakthrough landscapers were waiting for

- Kress CyberSystem overcomes the limits that kept electric from going commercial:
 - > Power built for the toughest jobs
 - > All-day operation with the CyberTank¹
 - > Long-life batteries that lower operating cost

¹ CyberTank required for continuous operation

Power

Engineered for commercial excellence. ←

Kress backpack blower meets
the standard set by top gas models.
Our other tools redefine it.

Our mowers? Unboggable.

6.5kW*



*Peak power output of the Kress 8-minute 240 Wh battery, achievable for up to 10 seconds; continuous is 3.2 kW, deliverable up to full battery discharge.

All-day work

The Kress CyberTank gives landscapers power on the go — all day, with nearly zero downtime. ←

Think of it as a commercial-grade power bank:
on the truck, always with the crew.

Swap an empty CyberPack, drop it into fast charge, and it reaches 100% in just 8 minutes.

Even the big backpack batteries.
Most competitors still need hours and
an AC outlet.



How it works

- › CyberTank stores transportable energy — just like a power bank, but industrial.
- › Recharged overnight and ready for a full day of work.
- › Carries a full day's worth of power directly on the truck or trailer.
- › Crews swap empty batteries and keep working with no downtime.
- › CyberTank fast-charges an empty battery to 100% in 8 minutes, all-day long.
- › Even the largest battery can be recharged this fast.
- › Conventional battery systems can't accept charge rates this high without significant heat buildup — which is why they charge far more slowly.

Operating cost

Kress tools are engineered to deliver lower operating costs over their lifetime. ←

CyberPack batteries can last up to 10× longer than conventional batteries — significantly reducing replacement cost.

How much cheaper?
That can mean savings of roughly
€1,000 per operator per year¹.

¹This figure is based on scenario modelling using industry-average usage patterns, and battery-replacement assumptions. Actual savings may vary significantly depending on specific operation, usage intensity, equipment selection, and battery-replacement cycles.

Up to
3000
cycles¹



¹ Rated minimum lifespan. In internal tests, Kress CyberPack batteries have passed 5,000 cycles while still preserving 80% of their initial capacity.



The paradox that makes
Kress unique



→ Kress tools are priced like gas tools.

The difference is the CyberTank: it consolidates years of gas-and-oil costs into a single upfront investment — at a fraction of what those consumables would cost over time.

So while the initial investment is higher, the system is designed to deliver a significantly lower total cost of ownership throughout its lifetime.

Don't want to pay everything upfront?

No problem — financing is available.

And for those who prefer to spread the cost, financing options are available.

Monthly installments are less than what you already spend each month on fuel and maintenance.

For many crews, switching early — even from newer gas tools — unlocks savings sooner than expected.



 **Robotization**

 **Electrification**

 **Digitization**

Digitization

→ Digital intelligence is transforming industries worldwide — streamlining workflows, reducing downtime, and driving smarter decisions.

But in landscaping? It hasn't happened.
Until now.



Better visibility. Smarter operations. Stronger business.

- The Kress Commercial app helps companies organize crews, schedule work efficiently, and know exactly how tools and time are used across jobs.
- Aggregates operational data from tools, schedules, and service areas
- Provides clear performance insights to improve planning and resource use
- Supports informed decisions that boost productivity and profitability



Better data = higher profit

- The Kress Commercial app gives landscaping companies full field visibility — when crews work, where they go, how long they stay, and which tools they use.

Management can finally align every crew to the standard of their best performer.

Even small efficiency gains can make a big financial difference. Some customers report efficiency improvements of up to 10% per operator per year. Based on an assumed average labour cost of €50,000, this could represent savings of approximately €5,000¹ per operator per year.

This is on top of the efficiencies delivered by robotization.

¹ Actual impact varies with workforce structure, labour rates, pricing, routing, and contract mix.



The economics of winning



→ **Top line**

Offer a better, full electric service at a lower price — and take the market.

→ **Bottom line**

Do more. Spend less. Earn more.

→ **Bonus**

Low-noise, zero-tailpipe-fume, low-vibration tools that protect workers — and improve retention.

Kress gives ambitious landscapers the unfair advantage they need to own the market.

Join the professionals who
have already made the switch

Discover how top landscapers—from  Real Madrid to historic landmarks—
are winning with Kress.





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The Conversion Bulletin

JULY 2025



OFFICIAL LANDSCAPING EQUIPMENT

Real Madrid C.F., Spain, June 2025

Real Madrid grounds its legacy in sustainability

This is not just a collaboration. It's a shared commitment to raising the global bar for sustainable turf and landscape care.
Don Gao, CEO, Kress

Real Madrid C.F., the most decorated football club in history, has chosen Kress as its official turf and landscape equipment partner.

The most watched turf on Earth—In professional football, anything can tip the balance: a ricochet, a whistle, a split-second decision. But at Real Madrid, one element is never left to chance: the pitch. At Ciudad Real Madrid—the club's expansive training center—pitch

maintenance is a science. Each field is calibrated to reflect the conditions of upcoming matches, down to the millimeter. To meet these standards sustainably, the club relies on Kress ETK robotic mowers, which deliver centimeter-level precision with zero emissions.

More than just the pitch—Ciudad Real Madrid stretches across more than 1.2 million square meters of diverse landscape: gardens, slopes, tree li-

nes, and hedging. Behind it all is a team of 60 expert greenskeepers, responsible for keeping the facility match-ready, every day. To support their work, Kress has equipped them with a full fleet of commercial-grade battery to-

ols—from blowers and trimmers to hedge cutters and walk-behind mowers—that protect both the environment and worker well-being, empowering the team to maintain elite standards with efficiency, safety, and sustainability.

More than a match—Real Madrid is not just a football club—it's a legendary institution that leads through ambition, innovation, and social impact. And its decision to adopt Kress tools reinforces the club's broader commitment to carbon neutrality, marking a key milestone in the evolution of professional grounds care at the highest level. This is not just a collaboration; it's a shared commitment to raising the global bar for

sustainable turf and landscape care. —Don Gao, CEO, Kress
Raising the standard—From electric mobility and now zero-emission landscaping, Real Madrid is setting a new benchmark for sustainability in sport. And with Kress as a trusted partner, the club proves that performance and environmental leadership go hand in hand.

Change in motion: Maier goes all-in with Kress

"Kress battery tools are powerful, easy to use, quiet, and environmentally friendly. They make our teams more efficient, protecting costs, and support the health of the environment."





Kress 

The only choice for commercial landscapers to replace gas

Every now and then, a revolutionary technology makes things obsolete as we know them today.

Stop paying for gas at the pump. Forget expensive maintenance bills. The Kress 8-minute CyberSystem delivers exceptional power and recharges at incredible speed. With zero tailpipe emissions and low noise.

By switching to Kress, you're not only protecting the planet and your lungs, but you're also saving money.

Your Kress dealer

Kress

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