

FLEXperience underlines growth of FLEX in Europe

6 months ago



FLEX, the award-winning power tool manufacturer trusted by professionals throughout Europe and North America, is celebrating the success of its biennial FLEXperience event.

FLEXperience showcases the reach of the FLEX brand in Europe, which continues to outperform market norms as one of the fastest-growing power tool brands. Despite an industry wide decline according to European Power Tool Association (EPTA) figures, FLEX continues to grow its power tool market share, enjoying a 15% uplift in sales year-on-year. The news was welcomed by everyone at FLEXperience, including Peter Pan, owner of FLEX parent company, Chervon Group.

Held in Berlin, the gathering by FLEX Tools Europe welcomed 500 delegates from 25 different countries across seven days, providing a unique opportunity for FLEX employees, customers and partners to enjoy product demonstrations, and to explore exciting plans for the coming months and years.

FLEXperience was the perfect occasion to launch more than 40 new FLEX products. European customers can soon expect to see the GE 6 X, an evolution of the existing giraffe with integrated illumination and yet the same lightweight nature. Alongside comes a range of new palm sanders with bagless filter technology – eliminating the need for an external extractor and making small jobs a breeze. An extended Stack Pack range is joined by three new cordless polishers, and a range of 2000w brushless grinders, a new caulk gun, and the new SMS 305 cordless miter saw. In addition come accessories for the popular VLP Grabo, and the arrival of the VCE 50 Wet for removing water from floods or building sites.

Those invited by FLEX (UK) included guests from the UK's major buying groups and distributors, with Crown Paints, ITS, Walls & Ceilings International and Trade Counter Direct represented. Alongside came a

raft of UK influencers and magazine editors covering FLEX's four core pillars of Automotive, Metalworking, Natural Stone Treatment, Refurbishment and Renovation. In combination these media guests enjoy a reach in excess of one million consumers, allowing their dedicated following to learn more about FLEX.

Benjamin Warcup, Managing Director FLEX (UK), said: "FLEXperience is a fantastic opportunity for our brand to 'FLEX' its muscles, celebrating its proud past and exciting future. Attendees from the UK spent a day exploring innovative new tools, getting hands on with products scheduled to launch during 2025, and discussing them with FLEX product managers. An evening of dinner, drinks and cabaret entertainment was the perfect way to sign off on another all-round success for FLEXperience."