Grimsholm Water & Wash concept to be released this weekend at Spoga + gafa trade fair, Cologne

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Grimsholm Green announces the launch of the new Water & Wash range – representing its largest product group investment to date – at the worlds largest garden industry trade fair in Cologne, which kicks off on 19 June. A basic range comprising the most popular accessories for garden irrigation will be released in 2023.

There has long been a high demand for quality irrigation accessories on the European retail market, but premium products have been few and expensive.

Denniz Gustafsson, CEO of Grimsholm Products AB, says: *“Retail customer surveys make it clear that irrigation accessories are the products in highest demand. We are looking forward to a widespread launch in European stores in 2023. Grimsholm is in the process of closing deals with several of Europe’s largest retail chains, which is very exciting.”*

Full details of the new range cannot be announced yet for competitive reasons, but high-end materials and connectivity will be a key feature as consumers often buys irrigation products of different brands and uses them together.

“We have recently announced our affiliation with the Connective Standard Alliance and the new Matter Standard,” Gustafsson says, “so it won’t come as a big surprise that IoT is involved in this range. We have a strong focus on smart garden products and, naturally, this is central to the design of the Water & Wash range. You can expect connected products that will live up to the expectations of tech fanatics while meeting the essential need for environmental performance in garden irrigation.”

The company recently announced a change of the Grimsholm Green brand name to simply Grimsholm. The Water & Wash assortment will be the first new product group to be launched under the new brand. Marketing materials for the new brand name will also be premiered at the Spoga + gafa trade fair in Cologne this weekend.

Contact details

Denniz Gustafsson, CEO, Grimsholm Products AB
Phone: +46 (0) 70 286 08 02
E-mail: denniz.gustafsson@grimsholm.com

About Grimsholm

Grimsholm is a quality Swedish brand of accessories for garden, forest and landscape equipment. The brand is marketed by Grimsholm Products AB and sold through leading European distributors, online and offline retailers and specialist stores. Companies, public-sector organisations and private consumers in more than 25 countries depend on Grimsholm to make everyday life and work easier. Our customers can always expect the same outstanding quality standards – whether they use our products professionally or at home.

The Grimsholm range includes accessories for robotic lawnmowers, grass trimmers, brushcutters, chainsaws, forest harvesters and engines. The range is compatible with equipment from a wide range of brands, including Husqvarna, Gardena, Robomow, Stihl, Honda, Bosch, Stiga, Ambrogio and more.