



STIGA



STIGA

2023

Corporate Presentation

The STIGA Group story



1949

Changing the name STIGMA to the current **STIGA**.



1971

Castelgarden starts producing and selling **collecting lawn mowers** with a collector bag made of plastic.



1991

Castelgarden launches the first garden **tractor** with **twin cut deck**

1995

STIGA mowers receive the **Swan certification**, indicating that they meet the requirements of the Nordic Council in environmental protection with materials, production and operations.

2015

STIGA launches a new Park Pro front mower and a complete range of **battery** products.



2022

Launch of STIGA **Swift**, the first collecting ride-on mower that runs on shareable batteries..



2017

GGP Group is renamed **STIGA**.



+Gyro
+Fulcrum
+Wire-guided robot mowers

1934

Stig Hjelmquist establishes the Fabrikspanufaktur company, laying the foundation for the future Stiga AB company.

The Company comes to the market with the first products - these are bakelite products, a material that will become known as plastic a few decades later.

1958

STIGA starts producing and selling **lawn mowers** that Stig discovered while travelling to the United States in the previous years.

1975

STIGA launches the very first **Park** front mower: Park 2000.



1985

STIGA introduces the first **mulching** lawn mower, using the Multiclip technology.



2000

STIGA Alpina, Mountfield and Castelgarden merge into **Global Garden Products** (GGP), specialised in the production and sale of garden equipment.

2016

STIGA launches the revolutionary patented **Twinclip** lawn mower with double-layered blade.



2021

Launch of the new STIGA **ePower** battery generation, able to drive the smallest tool or biggest lawn mower.



2023

Launch of STIGA autonomous robot mower, protected by more than 30 patents on autonomous navigation.



The STIGA story

Who we are and what we do

STIGA was founded in Sweden in 1934 by Stig Hjelmquist. A dedicated entrepreneur, he started developing tools that would enable people to enjoy living and working outdoors – from camping equipment to lawnmowers.

His passion for innovation still inspires us to this day.

Nearly 90 years on, STIGA is now a leader in designing and making a wide range of powered garden equipment, distributed across Europe and beyond.

Our green-fingered engineers are proud to create products that transform the way we garden. Designed and manufactured to the highest standards. Engineered to perform. Built to last. This is complex technology made joyfully simple to use and maintain.

That's because, in our hearts, we want every gardener to get outside, connect with nature and care for their corner of the planet, however big or small.

How we do it

To us, logic and magic go hand in hand. We bring the technical expertise, the engineering know-how and design experience and capabilities to make gardening a joy.

But that's just half the story.

To this cool rationality we add human warmth, soul and emotion. We bring the imagination to think beyond the expected. And an ethos of care and harmony that supports nature, rather than purely cutting and controlling. It's this combination – the eco and logical; imagination and innovation – that sets us apart from the competition.

Our purpose

Providing innovation and inspiration to help people create, nurture and enjoy their gardens and outdoor space.

Our mission

To design and make high-quality garden machines for the domestic market that are better, easy to use, durable and reliable.

Our green-fingered engineers have the curiosity, knowledge and experience to create the latest innovations for garden care.



Our vision

To be recognised as the world's leading innovator and manufacturer of garden power equipment.



Our brand portfolio

A monolithic brand structure



The **STIGA** brand
is the absolute hero.

STIGA

STIGA engineers a **broad range of products and accessories for domestic gardening** to allow consumers to enjoy their gardens all year round.

STIGA brings **science** and **technology**, engineering know-how coupled with **design** experience and capabilities, to make gardening a **sustainable** joy. We ensure all our breakthrough products represent the highest industry standards, innovating and tailoring effective, quality solutions for the gardening sector.



Other brands



ATCO

Mountfield



Brand essence

This is the core of STIGA.
We are engineers, innovators and
manufacturers. But we never
forget why we are here: to make
gardening easier and look after
our patch of the planet.

**green-fingered engineers
with the hearts of gardeners**

Magic Logic

green-fingered engineers

Inspiring	Precise
Creative	Designed
Joy	Engineered
Living	Simplicity
Unexpected	Controlled
Human	Machine

Our manifesto

We believe...

In the power of **simplicity**:

making the complex intuitive.

In **giant leaps**, not small steps.

In questions, not answers.

Because **curiosity** drives us.

In breaking the rules and **challenging** convention,
while working in harmony with nature.

In putting **people** first –

giving them the power they need,
when and where they need it.

In having the **courage** to do the right thing –
for our people, customers and planet.

In doing more with less, but performing better.

In the strength of **logic** and rationality.

In the power of imagination and **magic**.

In the joy and ever-changing wonder of gardening.

And, above all, knowing if you look after the planet,
it will look after you.

We are **green-fingered engineers**.

We are STIGA.

What we stand for

Our values and behaviours

Our core brand values – the beliefs that we stand for.

Simplicity **We make it easy**

We use less to achieve more, creating reliable, practical, user-centred products. Tools that are intuitive and solve real customer needs. And we build supportive relationships with customers to make buying and using their products a joy.



Togetherness **We collaborate**

We're built on family values, a pan-European brand with openness, inclusivity and teamwork at our core. We believe the whole is greater than the sum of its parts. Our focus is on families, communities and domestic gardeners.



Innovation **We shape the future**

We're endlessly curious, continually thinking ahead across electric and digital. We have a long history of 'firsts' and are always looking for opportunities to improve, to tackle problems, to go beyond.



Garden-care **We nurture nature**

We work in harmony with nature. Caring for gardens and gardeners. Having a positive impact – because many green spaces create one global garden: our planet.



Action **We're proactive**

We listen. We learn. We invent and solve problems. We rise to challenges with positivity and pro-activity. And we turn those raw but ingenious ideas into practical improvements – fast.



Sustainability

We care for our environment like we care for our gardens

As a leading design innovator, STIGA Group is committed to using more sustainable power sources and materials, and helping consumers with **resource-smart solutions**. We believe competitiveness is key, but not at the cost of preserving our planet.

At STIGA, we never lose sight of why we do what we do, and what our mission is: **working in harmony with nature** to help people take care of their own special patch of the planet.

At STIGA Group, sustainability is implemented at multiple levels: from investments made in the safety and **well-being** of our people to the **environmental efficiency** of our plants and operations, from **product electrification** to interchangeable batteries, all the way through to **connectivity** and the development of new digital solutions.



STIGA Group

Key metrics 2021 – 2022

573m

Turnover 2021
(+28% vs. 2020)

637m

Turnover 2022
(+11% vs. 2021)

63.9m

EBITDA 2022
(+4% vs. 2021)

13.1m

R&D
Investments 2022

STIGA today

Our plants and offices



Plants in Italy, Slovakia and China ensure the highest standards of quality as well as the flexibility to respond to customers' demands.

Our manufacturing network:

Castelfranco, Italy

Italy produces high-end garden tractors, front mowers, robots and batteries. The facility is spread over 30,700 sqm.

Poprad, Slovakia

Slovakia produces battery-, electric- and petrol-powered lawn mowers. It was established in 2007 and covers 20,000 sqm.

Guangzhou, China

China produces lawn tractors. It was built in 2008 in Nansha District over 14,700 sqm.

STIGA today

Our plants and offices



3
Plants



15
Commercial offices

The STIGA **HQ** is located in Castelfranco Veneto (Italy). STIGA is also active in most European markets, with subsidiaries and commercial offices in the United Kingdom, France, Germany, Belgium, Holland, Italy, Austria, Spain, the Czech Republic, Poland, Slovenia, Finland, Sweden, Denmark and Norway. In the rest of Europe, and in non-European countries, the company is represented by distributors.

The STIGA family

Dynamic, multicultural people working together

STIGA is a **young**, dynamic, **multicultural** work environment: people at STIGA are passionate, energetic, open-minded professionals from all around the world.

More than 60% of STIGA employees are aged between 25 and 45: STIGA is a company with a long, **100-year history** but with its eyes fixed on the future.

The STIGA team is made up of 1,556 people from **41 countries** across five continents.



Our production pride

The HQ's STIGA Robot line

Conceived and designed internally at STIGA – and formally inaugurated on **April 30 2021** at STIGA's headquarters in Castelfranco Veneto (TV) – the Robot line is the company's flagship innovation project.

The line's infrastructure model has extremely high standards in terms of technological **innovation** and **production management**. It combines manual operations – 15 specialists trained internally by STIGA engineers – with automated processes, thanks to the use of collaborative robots that **interface with human** operators seamlessly.

The line was intended from the beginning to be **"modular"**: it is flexible and adaptable so that it can be re-designed, or integrated with new or further workstations, to better suit future production needs.



Our product categories

A different tool for every need

→
Mowing



→
Cutting



→
Trimming



→
Cleaning



→
Soil and ground care



→
Tools and accessories



All our latest innovations are STIGA branded: Gyro, Swift, Fulcrum Technology and robotics. The STIGA brand has its roots in lawn care. Our shareable batteries provide opportunities for handheld tools, snow, cleaning and the exploration of new categories.

STIGA clusters

Essential, Experience and Expert

Our main goal is to make gardening a pleasure, and to make each garden a STIGA garden – a healthy and happy place.

Since the beginning of our story, we have strived to build on our **expertise in gardening** and share it with our customers and consumers, offering them the best possible combination of technology and performance.

Each season has its own tasks to solve, each gardener wants to **choose the right tools** to work with.

At STIGA, we want what you do and how you do it to be your choice – we just want to make the “how you do it” better.

There’s a STIGA tool designed for the way you want to take care of your garden in each season:

Essential, Experience and Expert.



STIGA clusters

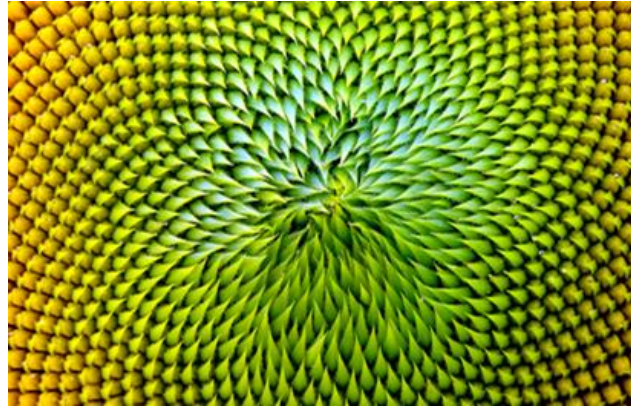
Essential, Experience and Expert



Essential

If you're new to gardening or need to do a job quickly.

These tools make moving around the garden easy – but punch above their weight when it comes to performance.



Experience

A step up, with longer-lasting power and added comfort.

An extensive range of reliable tools with extended runtimes and improved features.



Expert

The latest, most innovative technology. The peak of engineering perfection. Customised performance and ergonomic design.



Our innovations

ePower technology

Caring for your garden like never before



Choose the right energy for the job hand



Tested beyond standards

Testing conditions for STIGA ePower batteries are five times tougher than industry-standard requirements, ensuring the highest quality in terms of performance, reliability and long-term battery health.



Smart

STIGA ePower systems are not only strong but also 'smart'. The tools continually adjust their power demands to deliver exactly what's needed for the job at hand.



Communication continues while recharging

Recharging can be a stressful business for batteries. STIGA batteries are intelligently managed by the charger, which automatically regulates current, voltage and temperature for optimal charging.

ePower technology



Integrated ePower Beyond standards, born inside the tools.

From electric tractors to STIGA's brand-new axial mowers, **STIGA ePower integrated battery packs have been designed and developed specifically for the machines they power.** Ideal for large to very large lawns, they offer unparalleled runtime and performance – covering very wide working areas on a single charge.



Shareable ePower Beyond standards, shareable with many tools.

From handheld tools to walk-behind lawn mowers to small ride-on mowers, STIGA ePower drives a wide range of equipment. **Shareable battery packs mean the same battery can be used to power different tools,** to care for your garden all year round.

Shareable ePower



ePower 48V
Powers longer. Lives longer.

A better battery.

Designed, developed and produced by STIGA. Tested for 'real-life' usage, far beyond the industry standard, our 48V ePower batteries are available in a wide range of capacities, from 2 to 7.5 Ah, to power a range of different products for many garden care activities.



ePower 20V
STIGA's smart 20V battery does the thinking for you.

The brains and the brawn.

Designed, developed and produced by STIGA. Our ePower batteries come in 2 and 4 Ah capacities and can power the entire STIGA 1 series product range.

Shareability
48V battery
range

**EXPERT
 9 Series**



BH 900e

BL 900e

HT 900e

PH 900e

BC 900e B

NEW!
 PS 900e



Combi
 950e V/955e V



NEW!
 Twinclick
 950e VR

Twinclick
 950e V

**EXPERIENCE
 7 Series**

NEW!
 CS 700e

PH 700e

BL 700e

PR 700e

PS 700e

BC 700e

BC 700e B

Combi
 748e V/753e V

HT 700e

NEW!
 ST 700e

NEW!
 BB 700e

**ePower
 48V System**



7.5Ah

5Ah

4Ah

2Ah

**ESSENTIAL
 3 Series**



NEW!
 Swift 372e



Combi
 336e/340e/344e



NEW!
 ST 300e

**EXPERIENCE
 5 Series**



MT 500e

HT 500e

GT 500e

BL 500e

BC 500e



Collector
 543e/548e/548e S



Multiclip
 547e/ 547e S

Shareability 20V battery range

ePower 20V System



4Ah

2Ah

ESSENTIAL 1 Series



MT 100e Kit

BL 100e Kit

HT 100e Kit

GT 100e Kit

NEW!
VS 100e Kit

Collector
132e/136e/140e

NEW!
Aero 132e

Swift

Nimble and powerful. Born to be electric.

Nimble

Swift is engineered for complex lawns. At only 73.5cm wide, it handles narrow gaps with ease. Its tight outer turning radius gets close to obstacles, while the short wheelbase nimbly steers around them to avoid damaging the machine. It all adds up to make Swift a joy to use.

Powerful

Swift is driven by four removable STIGA ePower batteries to run longer and live longer. It has passed tests that are five times tougher than industry standards, so you can be sure of the highest quality in terms of performance, reliability and long-lasting battery health.

Shareable power

Swift is the only ride-on mower that shares its batteries with a whole range of STIGA garden tools. The 48V ePower batteries can be used on all hand-held tools from the 3, 5, 7 and 9 Series. Giving you a whole new way to care for your garden, no matter the season.



STIGA autonomous robot mowers

No other robot nurtures your lawn health like it

Cable-free

STIGA autonomous robot lawn mowers navigate without needing a wire. The installation is fully virtual and done via the STIGA.GO App. The new STIGA autonomous robot mower works collecting information from satellites signals, both GPS and all other GNSS systems, to know their positions and navigate around the garden.c

Intelligent mowing plan

STIGA AGS technology allows your robot to plan mowing sessions according to satellite signal availability, to mow with precision and accuracy. Knowing the satellites' positioning in advance, our autonomous robot mower plans ahead each mowing session in each area.

A healthy lawn means a healthy garden.

Each garden is a small ecosystem, built by daily and nocturnal creatures that live in it. At STIGA, we want to protect nocturnal life in gardens by designing our robots to be able to manage cutting sessions in daylight hours, so the hedgehog can occupy the garden overnight.



STIGA AGS technology

True autonomy.
Naturally healthier lawns.

AGS

Active
Guidance
System

Bringing Artificial Intelligence to gardens.

STIGA Active Guidance System stands for:

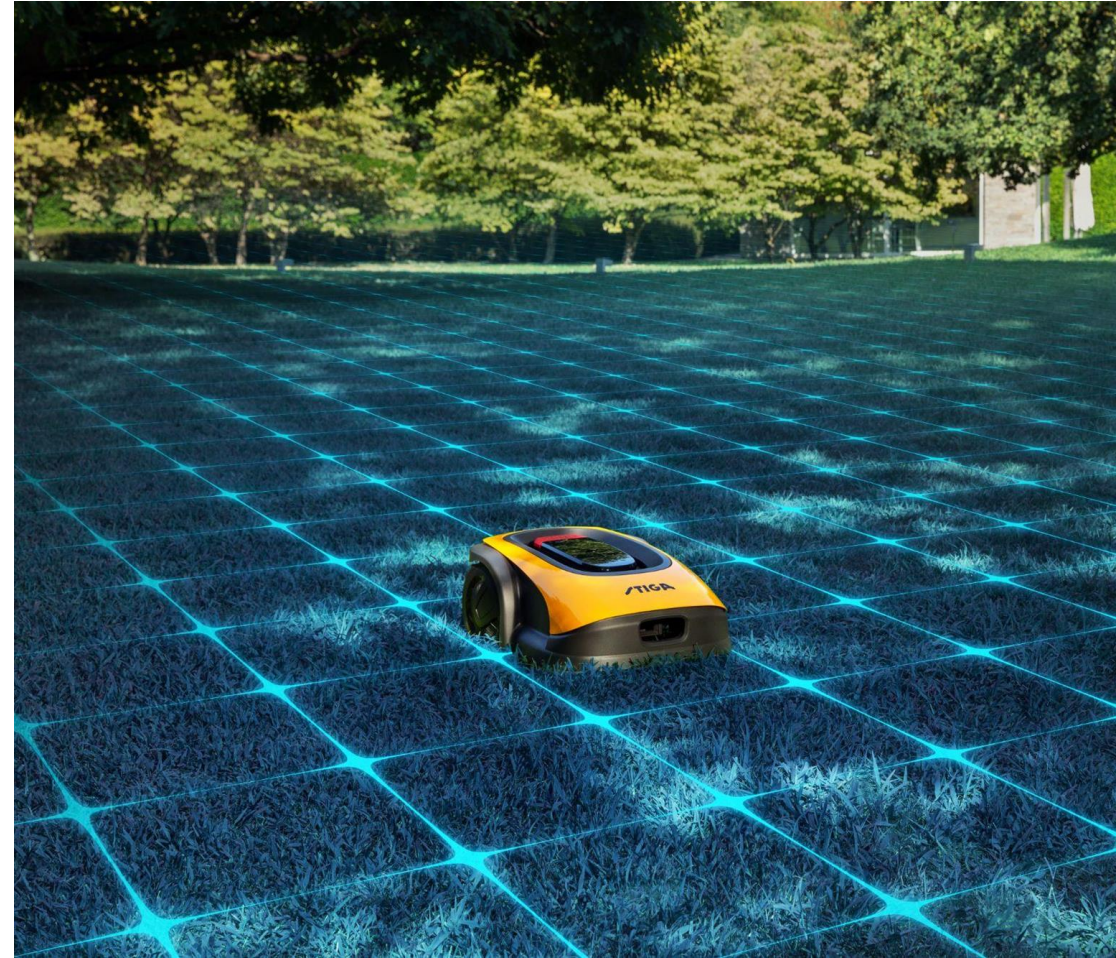
An algorithm that further improves the GPS RTK signal reliability, normally used in open fields but encountering limits when approaching domestic gardens where walls, fences, hedges and garden sheds limit the sky view.

7 Patents. STIGA is the only robot using AGS.

- RTK has a 2 cm accuracy, but the signal is not always reliable due to signal breakdowns and presence of obstacles.
- Sensor fusion & inertial sensors improve the signal in our robots.
- Implementing AGS within our algorithm makes the connection even stronger.

How does AGS work?

STIGA autonomous robots plan where and when to cut in advance, knowing exactly when and where to go, according to the virtual grid map and availability of enough satellites over each non-shadowed portion. The robots plan ahead to protect the data link and make the link unbreakable.



Gyro

A revolution for the species.

A joy to steer.

The first drive-by-wire joystick mower with Direct Drive technology

Battery-powered, energy-efficient and safe.

The STIGA drive-by-wire joystick system is much easier to use for both first-time zero-turn drivers and for those who are used to lap bars.

It's intuitive, intelligent and easy to manage.

Safety first

Gyro has been developed with clever weight distribution and a very low center of gravity (just 55.3 cm) and tested to operate safely also on inclines up to 15° - but tested to ensure a greater safety margin.

Designed around any kind of user

Unobstructed access and a wide footboard giving plenty of legroom. Complete visibility over the working area. Electronic controls at reach. High-back-support-seat with dual parallel suspension system to absorb vibrations. Gyro surrounds and supports you, safely. You're not just perched precariously on top of it.



Electric Tractors

The first fully electric, button-operated lawn tractor.

For very big lawns

The collecting model Estate 798e can mow up to 7000 sqm on one charge – the largest working area covered for an electric collecting tractor! It also has an impressive 110 minutes of runtime, which is how long it takes for the side-discharge model, Tornado 7108e, to cover up to 7500 sqm.

One touch to do everything

No more levers – and no more mechanical operations. The intuitive STIGA dashboard lets you manage all the machine's functions in just a few taps while you're in the driver's seat – from starting the machine adjusting the blade speed and emptying the grass bag.

Experience the difference in driving

Feel the difference of an electric garden tractor designed and engineered by STIGA. Enjoy fewer vibrations and more comfort when sitting on the tractor for longer sessions. Expect better sound quality and less noise. There'll be no smelly fumes while you work – or lingering in the air when you've finished.



Aero

The first cordless mower that glides on air.

Made for small gardens.

Sets you free

Battery power means cordless. Forget getting tangled up in cords, plugging in and unplugging extension leads. Or lugging heavy mowers around steep slopes. All that hassle is now a thing of the past. STIGA Aero is the first cordless hover mower for small gardens.

Like a hovercraft

Just like hovercrafts, STIGA's patented deck design uses aeronautical engineering to channel the airflow and create a cushion of air between the mower and the grass – optimising energy efficiency and cutting performance.

Trapping the air

STIGA's new patented aeronautical design works together with a powerful 750W to create the perfect cushion of air. The internal geometries trap the air underneath the deck itself to deliver a true lifting effect.



New Fulcrum handlebar

Redesigning the way you mow.

A design-first for the first time in 80 years

Specially engineered for both petrol- and battery-powered STIGA walk-behind mowers, the STIGA Fulcrum handlebar completely reinvents your relationship with cutting the lawn.

No more scratches

The innovative STIGA Fulcrum handlebar can be rotated by 25° with just one simple movement – letting you mow under hedges and along walls without getting scratched, scuffed or dirty.

The most convenient storage ever

Easy to store – just open the quick-release lever and rotate the handlebar by 180° until it lies flat over the deck. To save even more space, you can also detach the grass bag and store it on top of the folded handle.





STIGA.GO app

All your machine information at a glance.

Connect your machines and your smartphone with STIGA.GO

Machine setup and working parameters

Schedule sessions, switch power modes and manage cutting parameters.

Find my dealer

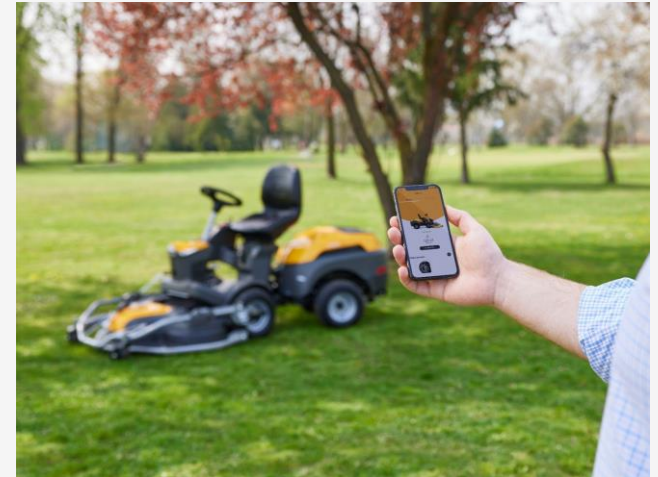
Link to a service point for a quick and effective answer in case of fault.

Warranty registration

Easily register a product from the app and access your full warranty information at any time.

Smart recharging schedule

After you've used your tractor, the STIGA Smart schedule lets you choose a specific time slot for it to recharge.



STIGA engine

The perfect match for a STIGA machine

Powered by
STIGA



Developed for garden care

STIGA engines are designed and tested to ensure the best cutting and collecting performance, no matter how tough the grass may be. STIGA engines enhance the machines' performances, because they are studied to make the machine give its best in any working condition, on any kind of grass.



A whole range

There is a perfect match for every STIGA machine. STIGA walk-behind lawn mowers, front mowers and garden tractors are equipped with STIGA engines, both single- and twin-cylinder.



How do we test our engines?

All STIGA engines undergo very strict test procedures, in order to offer the best possible reliability and working experience to our consumers. Engines are developed and tested for torque and performance curves. Durability is tested both in lab, simulating the resistance usually generated by grass, and on field.

Petrol front mowers



STIGA Park front mowers: iconic cutting quality and cutting-edge performance

From summer through to winter, mowing is a breeze with a STIGA front mower. Easy to manoeuvre and great at mulching, STIGA front mowers are ideal for managing large, multi-level gardens. Blissfully agile, the position of the deck ensures control and visibility around every corner.

Petrol lawn tractors



The perfect match for large gardens, powered by STIGA

With their powerful motors and cutting ability, STIGA garden tractors are perfect for large gardens. Designed with driver comfort in mind, an intuitive dashboard features handy controls, giving you a lawn mowing experience like no other.

Petrol lawn mowers

Highest-level performance, giving the cutting precision you need



Multiclip

Robust, solid and efficient, STIGA Multiclip mowers feature specially-designed blades for top mulching results; and are based around aluminium or steel chassis which are resistant to knocks and rust. Cut, fertilize and get the healthy grass you desire!



Twinclip

STIGA Twinclip lawn mowers offer superior cutting- and collecting-performance with maximum comfort and impressive endurance. All models feature a double-edged Twinclip blade that doubles mowing-efficiency and power for the perfect finish.



Combi

The Combi models are versatile lawn mowers offering 3 or 4 cutting-systems in one machine; and enhanced by improved airflow that optimises performance. They're of ergonomic design and excel in terms of collection-performance.



Collector

The Collector lawn mowers are designed for optimal grass cutting and collection. Equipped with sturdy grass catchers, to ensure maximum storage capacity and optimal compaction of the grass cuttings.



Whether you want to simply collect as you mow, mulch the clippings back into the lawn, or prefer a model with side or rear discharge. Whichever system works best for your garden, the STIGA range of petrol lawn mowers all perform at the highest level – giving the power and cutting precision you need.

Petrol hand helds and cleaning

Top-performing tools for a perfectly shaped garden

Power through rough grass and wild weeds with ease. Cut firewood in the safest and quickest way. But also, take care of your hedges the way you want, in total comfort.

Work safely and fast, with easy-to-carry harnesses and vibration control. Whether it's a whether it's a high-performing petrol model, an ultra-lightweight battery or electric-powered tool, all STIGA handheld tools deliver controlled, efficient performance in full comfort.



STIGA