

# PELENC



## PELENC LAUNCHES A MAJOR INNOVATION WITH THE FIRST PROFESSIONAL PRUNING SHEARS WITH ON-BOARD BATTERY MADE IN FRANCE

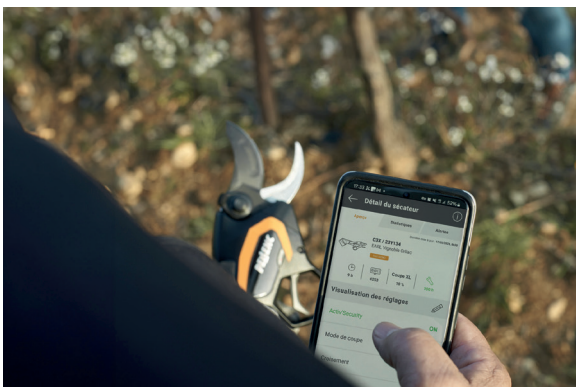
PELENC, French designer and manufacturer of sustainable technological solutions, is unveiling a new innovation in its range of battery-powered tools for professionals: the C3X, the first battery-powered pruning shears to be manufactured in France.

Designed to meet the needs of winegrowers, arboriculturists, landscapers, horticulturists and tree-nurserymen, the C3X combines performance, versatility and durability. The launch of this new tool is part of a responsible industrial approach.



### AGILE, VERSATILE, POWERFUL... AND CONNECTED

Building on its recognised technological expertise, PELENC is launching the first professional pruning shears with an on-board battery: the C3X. Responding to the needs of a fast-changing sector, this model offers high productivity: agile and versatile thanks to its on-board battery, it is also powerful and efficient. Like the C35/C45 models, the C3X features the Activ'Security anti-cutting system, patented by PELENC, which stops the blade instantly on contact with the hand.



Another advantage is its multi-source mobile recharging solution. In addition to the traditional mains recharging system, the C3X's ALPHA-LITE battery can be charged from a car, an external battery or solar panels, offering greater autonomy and freedom of action. What's more, the standard NFC connection gives access to a host of functions such as statistical monitoring, parameter setting and fleet management, via the PELENC Connect mobile application or an online platform.

With the C3X, PELLENC offers the most comprehensive range of professional pruning shears on the market, to meet every need and every target (viticulture, arboriculture, horticulture, maintenance of green spaces, etc.).

## SUSTAINABILITY AND RESPONSIBLE INNOVATION

PELLENC implements one of the most effective strategies for reducing the environmental impact of its products: extending their lifespan. PELLENC's R&D teams have been working for many years to offer ever more durable equipment. In 2023, as a guarantee of the good design and manufacturing practices of PELLENC tools, the brand obtained LONGTIME certification, the first independent European label that identifies and promotes products designed to last and combat programmed obsolescence, for 5 of its products. Other products, including the C3X, are currently being assessed. The design and choice of materials used in its manufacture are designed to offer exceptional durability and ease of repair under professional conditions.

## ALPHA-LITE BATTERIES ASSEMBLED IN PERTUIS, VAUCLUSE

The launch of the C3X is part of a major industrial project for the PELLENC Group: the relocation of the ALPHA-LITE battery assembly activity, which makes up the new tool, to the historic site from June 2025. The installation of the automated lines, designed in partnership with a French manufacturer, is 50% supported by regional funds. The aim of the project is to improve competitiveness through automation and the development of technical and support skills.

A transformation plan for the PELLENC battery tool production workshop has been launched in recent months, with a number of objectives: to avoid any disruption to flows, improve quality and traceability, and optimise lean manufacturing and workstations. The ultimate aim is to ensure optimum customer satisfaction.

### About PELLENC group

Founded in 1973, PELLENC, a French designer and manufacturer, develops sustainable technological solutions in 3 sectors: wine-growing, fruit-growing, and maintenance of green and urban spaces. PELLENC has almost 2,000 employees, 21 subsidiaries, 8 industrial sites in France and abroad, an R&D centre with almost 200 engineers in France and more than 1,300 patents registered. PELLENC is represented by nearly 2,000 distributors and more than 500,000 customers worldwide, with sales offices on 5 continents and a presence in 60 countries, for total sales of €346 million in 2022. [www.pellenc.com](http://www.pellenc.com)

### press contacts



Auberi Hautcoeur  
Fanny Moutel  
Juliette Manson

[auberi.hautcoeur@leburo-rp.com](mailto:auberi.hautcoeur@leburo-rp.com)  
[fanny@leburo-rp.com](mailto:fanny@leburo-rp.com)  
[j.manson@pellenc.com](mailto:j.manson@pellenc.com)

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06 60 17 43 72  
04 90 09 47 00