



## NEW WARRANTY REGISTRATION ACROSS ALL EU WEBSITES

We have launched a new warranty registration section across all our European websites.

This new system allows customers to not only register their EGO products faster and more easily, but the new system will also allow them to see the warranties for all their EGO products in one place.

Along with supporting our extended warranty offer once EGO products are registered within 30 days, this was a crucial implementation for us as we know that warranty registration has been a real pain point with many of our dealers for a long time which is why we wanted to take the time to get it right. In the shadow of the new General Data Protection Regulations, it quite rightly needed to be compliant too.

The new simple interface will guide customers through the registration process, so they can register their EGO tools in a matter of minutes and receive their extended warranty.