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SOGRAMA JARDINS greenview



CASE STUDY

SOGRAMA JARDINS, PORTUGAL

HOW MILWAUKEE® OUTDOOR POWER EQUIPMENT (OPE) POWERED A CORDLESS CONVERSION ACROSS A 30-VAN COMMERCIAL LANDSCAPING FLEET IN LISBON

Sograma by Greenview knows what it takes to keep Lisbon looking its best. Operating across hotels, schools and corporate facilities in and around Portugal's capital city, the company runs a fleet of 100 vans and a team of over 400 professional landscapers. It delivers commercial maintenance services day in, day out.

Hedge trimming, grass maintenance and site cleaning are the backbone of the business, carried out across a client mix that is 90% commercial and 10% residential.

For a company working at that scale, the tools in each van matter. They determine how much ground a crew can cover, how long workers can stay productive and what it costs to keep the whole operation running. For years, that operation relied on a combination of petrol and battery tools.

Yet as Sograma's business grew, the priorities of operating a modern commercial landscaping fleet evolved, and the demands placed on the equipment in each van increased. By 2023, the time had come to take a serious look at the fleet.

THE CHALLENGE

Sograma was motivated to reduce emissions, lower costs and improve the working conditions for its landscaping crews. Petrol tools, while powerful, brought with them the persistent challenges of fumes, noise disruption, vibration fatigue, fuel management across dozens of vans and ongoing maintenance demands. The partnership with MILWAUKEE® enabled a comprehensive switch to battery power with a range of tools that addressed these challenges.

Noise reduction was also a significant part of that calculation. A recent MILWAUKEE® survey of more than 2,000 outdoor power equipment professionals across EMEA found that one-third identify quieter operation as their primary reason for switching to battery power, making it the single-most cited advantage of the transition. For crews working daily across hotels, schools and offices, quieter operation is a direct benefit for their clients.

During the first iteration of their conversion project, the Sograma fleet was running at roughly 30% petrol and 70% battery. Cordless tools helped, but after MILWAUKEE®'s first round of testing, it became clear that they did not fully deliver what Sograma needed. Durability concerns and performance limitations meant crews were still working around the tools' constraints rather than operating at full capacity. Battery runtime fell short on longer routes, and the broader platform lacked sufficient interoperability with the company's wider power tool setup.

Running petrol across 30 vans carried a substantial financial burden. On average, each crew was consuming 4 litres of fuel per day. Maintenance and servicing on petrol tools was costing €43,000 per year. Far from being abstract targets, these were real operational costs with a direct impact on productivity and the bottom line.

Sograma needed a battery solution that could replace petrol at scale. One that offered the runtime necessary to get through a full commercial day, the durability to hold up in professional use and the platform depth to work consistently across its entire fleet.



THE NUMBERS PRIOR TO CONVERSION

4L

Average amount of fuel used per day per crew

€43,000

Per year spent on maintenance and service of petrol tools

120 HOURS

Working hours lost per year to maintenance-related downtime

THE NUMBERS AFTER CONVERSION

€2,000

Saving per week on cost of fuel and oil

€120,000

Estimated annual saving with fuel and oil costs and spill losses

80%

Estimated reduction in breakdowns with cordless products

8 BATTERIES

Per van to complete a full day route in peak months

*Estimated saving data provided by Sograma in June 2026.

THE SOLUTION

The relationship between Sograma by Greenview and MILWAUKEE® began in May 2023, when the MILWAUKEE® Job Site Solutions (JSS) team, alongside a local dealer, visited the business to understand its needs and explore the options.

MILWAUKEE® JOB SITE SOLUTIONS

The MILWAUKEE® Job Site Solutions (JSS) team works directly with businesses across EMEA to support the transition to cordless power. The JSS team conducts site visits, product demonstrations and structured on-site trials; helping organisations find the right platform for their specific working conditions.

For Sograma Jardins, the JSS team was involved from the first conversation in May 2023 through to the completion of the five-month van trial in 2025.



An initial order followed in August 2023; including a hedge trimmer, brush cutter, mower and blower. The intent was straightforward; put to the tools to work in real conditions and see how they performed.

The results encouraged further investment; with Sograma expanding the range of tools in use across more vans, and incorporating some of the QUIK-LOK™ attachments and water pump, used mainly for irrigation and pool maintenance, alongside additional battery stock.

In January 2025, Sograma further accelerated their adoption of the latest battery tools when they were introduced to MILWAUKEE® FORGE™ battery technology and COOL-CYCLE™ charging; showing them the performance headroom that the MILWAUKEE®'s M18™ platform offered for sustained daily use.

MILWAUKEE® then met with site supervisors to agree on the best combination of batteries and chargers to meet the demands of a full day's work.

By May 2025, MILWAUKEE® launched a structured two-van trial across two different regions. Over the next five months, the JSS team conducted five full days of on-site support and monitoring, working alongside Sograma's crews to track performance, battery management and overall route completion. The trial was thorough. It was designed to answer the question that mattered most to Sograma; could crews complete a full commercial day on battery power alone?

The answer was a resounding yes. Trial analysis confirmed that each van could operate a full shift on a combination of three 8.0 Ah and three 12.0 Ah batteries, with the option to top up at customer sites where needed.

PLACING THE ORDER

In January 2026, Sograma placed a conversion order covering 30 working vans.

The decision to standardise on MILWAUKEE® was about more than OPE performance. A key part of the appeal was the unified battery platform. MILWAUKEE®'s M18™ system is already in use across the company's wider power tool range (drills, hammers and beyond), meaning the same batteries that power the landscaping fleet can work across the entire tool inventory. For a business managing dozens of vans, that kind of simplicity has genuine operational value.

It is also worth noting that Sograma continues to use a small number of petrol tools for specific, high-demand applications; three petrol brush cutters for heavy deforestation work. For those particular tasks, petrol remains the practical choice. The conversion was a deliberate one. Petrol tools stay only where the application genuinely demands them. 90% battery powered was the right solution for Sograma's needs.

CONCLUSION

Sograma's story is a real-world example of what a professional cordless transition looks like in practice. It did not happen overnight. It was built on structured trials, honest feedback and a pragmatic approach to change management. This involved overcoming internal scepticism, reorganising van storage, charging routines and aligning budgets across departments.

The outcome is a landscaping business running a leaner, quieter and more efficient operation than it was three years ago. Ninety percent of the fleet is now cordless. Crews are more productive, less fatigued and working with tools that are designed to keep up with the demands of commercial landscaping.

For MILWAUKEE®, the partnership with Sograma demonstrates exactly what the M18™ OPE platform is capable of when it is put to work properly. Backed by the JSS team, the right dealer support and a customer willing to run a rigorous trial, the results made the decision clear.

The partnership continues to develop. MILWAUKEE® and Sograma are currently exploring the potential of roll-on power supply solutions, which could further support fleet charging in locations where mains power is not readily available on site.
In conclusion, the tools did the job. The numbers backed it up. And a 30-van fleet in Lisbon now runs on MILWAUKEE® OPE.



THE FINANCIAL IMPACT

€100,000
Total investment

€120,000
Estimated annual saving

FIRST YEAR
Full return on investment achieved