

# STANLEY®

Stanley is the largest global manufacturer of hand tools, with nearly 170 years of history in tool innovations and manufacturing excellence. The Stanley brand name is recognised as a guarantee of quality and value, and is synonymous with hand tool stalwarts such as the Stanley Knife and Stanley PowerLock® tape. Stanley currently holds the number one brand position in hand tools (Source: BRG 2008) and has manufacturing and sales offices around the world.

## Market

Stanley is a worldwide manufacturer and marketer of tools, hardware and speciality hardware products for professional, home improvement and industrial use. The company still bears not only founder Frederick T Stanley's name but also the spirit and passion which drove him to success where others have failed.

It has maintained a competitive advantage through continued investment in its team of industrial designers, process engineers and material scientists – The Discovery Team – and ongoing investigation into how professional tradesmen use their tools. New products are tested 'in field' by professional tradesmen and refined accordingly. In this respect, Stanley's new product innovation is designed from the inside out.

## Product

As a world leader in the design, development and delivery of tools, Stanley aims to bring to market the strongest and most innovative tools available. With thousands of products on the market and hundreds introduced each



year, Stanley develops the tools people require to get a job done. Since 1857, Stanley has produced some of the most iconic tools ever made. Among these are the PowerLock® tape rule, the famous Stanley Knife and FatMax anti-vibe hammers.

In 2006, Stanley introduced its most ingenious tool range to date, FatMax XL. This responds to the needs of professional users and the demands of today's construction methods and materials. As a result, these are not only the toughest, most durable hand tools available on the market but they have also turned some traditional thinking on its head. For example, the FatMax XL screwdriver becomes a Demolition Driver, the FatMax XL

tape reaches new levels of strength and stand out, while a new type of hand tool, the Functional Utility Bar – or FuBar, for short – creates a unique tool category of its own. The FatMax FuBar II followed, designed to build on the success of its older sibling while offering benefits such as a lighter weight and neater dimensions, making it better suited to repetitive striking and work in confined spaces.

Testament to Stanley's strength of new product development, 2009 sees it welcome a new member to the FuBar family of demolition tools, the FuBar III, which is bigger and stronger than its predecessors and is designed for a host of professional demolition and refurbishment applications.

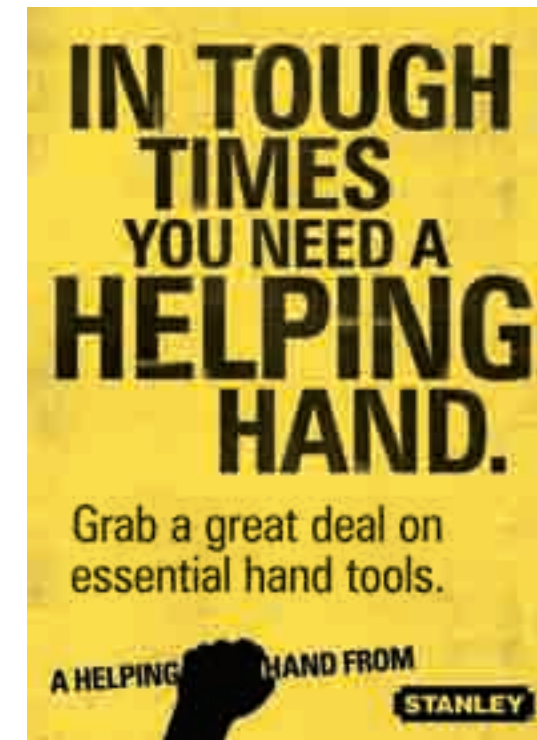


Other recent product launches include the new Stanley FatMax Blade, the sharpest the company has ever made. Stanley invested in a special heat treatment, which provides an induction-hardened edge to create a new generation of blade: 35 per cent increased sharpness, 20 per cent improved strength and 75 per cent longer life than a conventional Stanley heavy duty blade.

Further investment in new product development will continue throughout 2009, with the introduction of new products in all major hand tool categories. The focus is on tools that offer improved productivity or deliver more than one function, ensuring value for money for professional and DIY users.

## Achievements

Stanley continues to be awarded for both its product and marketing innovation. Indeed, it



received the high profile Grand Prix accolade at the 2008 B2B Marketing Awards.

## Promotion

Stanley has long been a brand that professional users trust to help them get their jobs done quickly and professionally. The brand can also be relied on during tough times, which is why Stanley has this year launched its 'Helping Hand on Essentials' promotional campaign. It asked its customers which hand tools are key to their daily work and is offering deals on these essential tools – such as hammers, knives, tapes, saws and screwdrivers – through three seasonal sales promotions.



Also being unveiled in 2009 is an innovative website, where the content is generated as much by users as it is by Stanley. Alongside the usual product and availability information, 'The Site' has been designed to provide professional tradesmen with advice on staying ahead of the game in the current commercial climate. More importantly, it will also allow them to share their own tips with others.

Stanley will also continue to invest in its 'Judgement Day' events, which were launched in 2007. This experiential activity was designed to give professional users the chance to road-test Stanley FatMax XL tools

in a number of extreme challenges, allowing tradesmen to really get to know the products before purchasing.

A fully integrated media campaign including advertising within key trade, national and consumer media titles as well as an ongoing programme of PR activity ensures that Stanley stays front of mind with professional and DIY users and retains its number one brand position in hand tools.

## Brand Values

Throughout its 160-year history, innovation has been the driver of new product development at Stanley. It continually tests and improves its products to ensure quality and maximum function for professionals – and those who think like professionals – and as a result, has gained a reputation for excellence.

[stanleyworks.co.uk](http://stanleyworks.co.uk)

## Things you didn't know about Stanley

Each of Stanley's Wheeled Toolboxes is tested for 25km before being put into production.

Stanley Air Tools are used to build nearly every car and truck made in North America.

Millions of people pass through Stanley Automatic Doors every day.

Stanley Hardware is used in some of the most famous buildings in the world, including Buckingham Palace, Windsor Castle and the Empire State Building.

1902	1926	1937	1966	1980	1990
Stanley makes its first exports.	Stanley's first overseas location is established in Germany.	Stanley enters the UK market via the acquisition of JA Chapman.	Stanley is first listed on the NYSE.	Stanley acquires MAC Tools, Proto and Bostitch.	Stanley acquires ZAG Industries.

2000	2006	2007	2009
Stanley acquires Blick.	Stanley acquires Facom and Britool, and the FatMax XL range launches.	The experiential 'Judgement Day' events take to the road for the first time.	The FuBar III launches and a new website is unveiled.