

STANLEY®

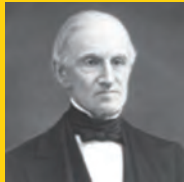
THE NEXT GENERATION OF STANLEY TOOLS.



STANLEY®

1843

The Stanley Works was founded in New Britain, Connecticut by Frederick T. Stanley.



1863

Stanley introduced hammers to their line-up.



1870

Stanley began manufacturing screwdrivers and hand planes.

1900

Rule & Level is the largest manufacturer of planes and related tools in the world.

1911

Stanley began manufacturing chisels and vises.

1921

A new logo is introduced to symbolize the merger of the Stanley Rule & Level Company and the Stanley Works.



1936

Stanley manufactured its first utility knife.



1937

Henry Phillips, inventor of Phillips head screw, chose Stanley as the first company to begin making Phillips screwdrivers.

1844

Begin to manufacture ivory and boxwood rules.

1876

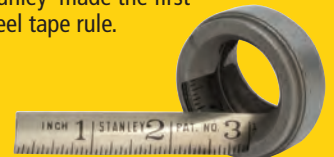
Miter boxes were introduced.

1924

Stanley filed a patent for the ratcheting screwdriver.

1930

Stanley made the first steel tape rule.



1857

Stanley Rule & Level Company established by Henry Stanley. Stanley begins to manufacture levels and squares.

1869

Purchased Bailey, Chaney and Company and acquired the right to manufacture tools under Bailey's patents.



1928

The Stanley Works breaks into the electric hand tools market with an electric drill, screwdriver and bench grinder.

THE HISTORY OF STANLEY TOOLS

1954

Time Magazine published a cover story titled "Do-It-Yourself – The New Million Dollar Hobby". Stanley was ideally positioned to benefit from this trend and quickly developed products for this new market.

1980

The Stanley Works was presented the American Eagle Award from the American Supply & Machinery Manufacturers' Associ., Inc. for its "unusual across-the-board quality".



1969

The PowerLock Tape Rule represented Stanley as a part of Apollo 11's Lunar Landing Gear.



1999

Stanley launches the FatMax Tape Rule and the FatMax AntiVibe Hammer.

2013

Stanley launches the next generation of hand tools..

1963

Stanley opens the largest hand tool plant in the world in New Britain, CT. The same year, they introduce the PowerLock Tape Rule.



1998

Stanley acquires ZAG Industries Lt., an Israeli maker of plastic storage products, including tool boxes.



1970

Stanley began producing manual staplers.

2011

Stanley launches Carbide blades.

2008

Stanley re-introduces Sweetheart planes.



THE NEXT GENERATION OF STANLEY TOOLS



Our history is built on creating the future. For over a century, we've built a legacy by producing some of the most well known hand tools and storage products in the world, all to help you build a legacy of your own. It's this rich history of innovation that's made Stanley a trusted name and industry pioneer.

But you don't build legacies by dwelling on past successes.

The next generation of Stanley is more than just a new logo, it's a forward thinking line of hand tools and storage products that epitomize our 170-year history of delivering innovative solutions that help you get the job done.

At Stanley, making history is our future.

HAND TOOLS

STANLEY
FATMAX

FATMAX® Auto-Lock Tape Rule



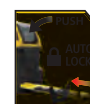
- **Auto Lock Mode**
For control and long blade life
- **Manual Mode**
Disengage lock for speed marking
- **Detachable Hook**
Allows user to work efficiently in different conditions
- **11' Blade Standout***
For reach and efficiency

- **BladeArmor®**
10X** blade life
- **Hook Storage**
Securely stores hook when not in use
- **Made in the USA**
With global components

* Standout claims based on maximum performance

** Compared to Stanley 30-419

SKU #	DESCRIPTION	UPC
FMHT33338L	25' TAPE RULE	076174333381



LeverLock® Tape Rules



- **Automatic Blade Lock**
Holds blade securely in position
- **Write-On Label**
For repeated use with carpenter pencil
- **1.5X* Stronger Anti-Glare Blade**

- **Non-Marring Frictionless Base**
To help protect work surface
- **Easy Inside/Outside Measurements**

* 1.5x improved wear resistance of blade markings in tests compared to Stanley standard tape blade 30-419.

SKU #	DESCRIPTION	UPC
STHT30830	30' X 1" TAPE RULE	076174308303
STHT30825	25' X 1" TAPE RULE	076174308259
STHT30812	6' X 3/4" TAPE RULE	076174308129
STHT30810	12' X 1/2" TAPE RULE	076174308105
STHT30758L	25' X 1" CENTER READ TAPE RULE	076174307580
STHT30759L	25' X 1" ENGINEER'S READ TAPE RULE	076174307597
STHT33281	25' X 1" MAGNETIC TIP & FRACTIONAL READ TAPE	076174332810
STHT30824	8M/26' X 1" ENGLISH/METRIC READ TAPE RULE	076174308242



STANLEY
FATMAX



FATMAX® Anti-Vibe® 2-Piece Hammer

- **2-Piece Steel Hammers**
With AntiVibe® technology that isolates vibration to the hammer head
- **Anti-Vibe® Handle Grip**
Reduces vibrations for comfort and control
- **Steel Over-Strike Protection**
To help prevent damage to hammer body
- **High Velocity Heads**
17oz Framers hits like 22oz*
14oz Nailers hits like 20oz*
- **Magnetic Nail Starter (Framer Only)**
For one-handed nail placement

* Versus 1pc Steel Framing Hammers

SKU #	DESCRIPTION	UPC
FMHT51244	17OZ FRAMING HAMMER	076174512441
FMHT51249	14OZ NAILING HAMMER	076174512496



STANLEY
FATMAX



FATMAX® Anti-Vibe® Sledge Hammers

- **Particle Dampened Handles**
Vibration dampening particulate in handle dampens vibration better than solid core handles
- **Anti-Vibe® Handle Grip**
Reduces vibrations for comfort and control
- **Bullet Nose Strike Face**
Provides 50% more power versus traditional heads
Standard strike face on opposite end for traditional users
- **Shatter-Proof Fiberglass Handles**
Provide better durability versus wood handles

SKU #	DESCRIPTION	UPC
FMHT56006	3LB DRILLING	076174560060
FMHT56008	4LB BLACKSMITH	076174560084
FMHT56009	4LB ENGINEER	076174560091
FMHT56010	6LB SLEDGE HAMMER	076174560107
FMHT56011	8LB SLEDGE HAMMER	076174560114
FMHT56019	10LB SLEDGE HAMMER	076174560190



STANLEY
FATMAX



FATMAX® Hi-Speed™ Screwdriver

- **4:1 Gear Ratio**
For increased* speed
- **Ratcheting Mechanism**
For forward or reverse driving
- **Bit Storage in Handle**
Holds 12 bits
- **Bi-Material Handle**
For comfort

* 4x the speed of a traditional screwdriver

SKU #	DESCRIPTION	UPC
FMHT69236	RATCHETING SCREWDRIVER	076174692365



Cushion Grip Screwdrivers



- **Chrome Plated Bars**
For corrosion resistance
- **Tip Identification**
For easy driver selection
- **Black Oxide Magnetic Tip**
For precise fit
- **Built-In Hang Hole**
For easy storage
- **Updated Design**
For ergonomics

SKU #	DESCRIPTION	UPC
62-000	2PC STUBBY SCREWDRIVER SET	076174620009
65-243	2PC SCREWDRIVER SET	076174652437
91-541	8PC SCREWDRIVER SET	076174915419





InstantFeed™ Knife

- **Auto Load Knife**
Automatically loads a new blade
- **Intuitively Functions as a Regular Utility Blade**
For quick and easy loading
- **Simple, Die-Cast Design**
With soft grip handle
- **Accepts All Utility Blades**
Does not require special blade packs

SKU #	DESCRIPTION	UPC
STHT10237	AUTO-LOAD KNIFE	076174102376

QuickSlide® Knife

- **Renovated Design**
Slimmer and more compact*
Includes carabineer and bottle opener
 - **Easy Blade Change & Slide Operation**
For quick and easy loading
 - **Simple, Die-Cast Design**
With soft grip handle
- * Compared to previous model Stanley 10-810



SKU #	DESCRIPTION	UPC
STHT10828	QUICKSLIDE™ KNIFE	076174108286



InstantChange® Knife

- **Renovated Design**
Still retains iconic look and feel
- **Easy Blade Change & Slide Operation**
For quick and easy loading
- **Narrow Nose**
For grip
- **Holds 10 blades**

SKU #	DESCRIPTION	UPC
10-788	INSTANTCHANGE™ KNIFE	076174107883



Multi-Tool

- **Instant Blade Change**
For quick and easy loading
- **Composite Construction**
For light weight and durability
- **Tool Locks in 90° and 180° Positions**
- **Includes**
Retractable Utility Knife
Multi-Bit Screwdriver, Jaw Saw

SKU #	DESCRIPTION	UPC
STHT71699	MULTI-TOOL	076174716993



STANLEY
FATMAX

FATMAX® Tri-Material Hand Saws

- **Tri-Material Handle**
For comfort and durability
 - **New Handle Design**
Improves ease of cut by 25%*
 - **Triple Ground Tooth Technology**
4X** sharper for fast cuts
 - **Induction Hardened Teeth**
For long life
 - **BladeArmor® Coating**
Helps reduce friction while cutting
- * Compared to previous model
** Compared to traditional tooth saws



SKU #	DESCRIPTION	UPC
20-046	15" SAW	076174200461
20-047	20" SAW	076174200478



STANLEY
FATMAX



FATMAX® Ratcheting Adjustable Wrenches

- **Ratcheting Jaw Function**
For quick & easy operation
- **Locking Feature**
To switch between ratcheting and non-ratcheting functionality
- **Knurl Adjustment Mechanism** For quick and precise adjustment
- **Laser Etched**
SAE and MM jaw scale for easy fastener size adjustment
- **Wide Capacity Jaw**
Accommodates wide range of fasteners

SKU #	DESCRIPTION	UPC
FMHT72184	8" ADJUSTABLE WRENCH	076174721843
FMHT72185	10" ADJUSTABLE WRENCH	076174721850



TwinTec™ Ratcheting Wrench

- **27 pieces-in-one (26 sockets + ratchet)**
Fits both metric & standard sizes
- **Quick Adjust Dials**
Helps eliminate the need for sockets
Small head capacity – 10mm to 16mm , 3/8" to 5/8"
Large head capacity – 17mm to 24mm, 11/16" to 1"
- **Ratcheting Technology**
Twin ratcheting heads for speed
Reversible ratcheting action
- **Composite Design**
For durability
- **Lifetime Warranty**

SKU #	DESCRIPTION	UPC
STHT72123	MULTI-WRENCH	076174721232



Click 'N Connect™ Organizers

- **Flexible Platform**
Removable dividers for customized organization of tools and parts
- **Unique Shape and Proportions**
For easy access to both hand and power tools
- **Removable, One-Hand Latch Operation**
Enable easy connecting/detaching
- **Lid Organizer**
For small parts and accessories



SKU #	DESCRIPTION	UPC
STST19900	2-IN-1 TOOL BOX	076174719628
STST19950	TOOL BOX	076174719642
STST14440	ORGANIZER	076174719833



3-in-1 Tool Organizer

- **Organize Your Tools**
Hand tools, power tools and accessories
- **Built-In Carrying Handle**
- **Innovative Design**
Allows simultaneous access to all 3 storage bins



SKU #	DESCRIPTION	UPC
STST17700	TOOL ORGANIZER	076174719635





STANLEY®

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