CRAFTSMAN® Announces Cordless and Corded Outdoor Offerings

CRAFTSMAN brand looks to the future of outdoor including a blower compatible with the V20* battery system

TOWSON, MD (Aug. 16, 2018) – CRAFTSMAN®, introduces two blowers, including one compatible with the broader CRAFTSMAN V20* battery system, adding to a comprehensive line of CRAFTSMAN tools and equipment. These two blowers are perfect for homeowners who take pride in maintaining their own yards and who want reliable products to power through the job.

The two new blower models will be available this year, both great for clearing challenging yard debris, and are compatible with the VersaTrack™ system for convenient storage: V20* Axial Blower (CMCBL720M1) and Corded Handheld Blower (CMEBL712).

“CRAFTSMAN is a brand built on helping doers take pride in their work,” said Christine Potter, VP of product development for CRAFTSMAN. “With the introduction of the V20* battery platform to the CRAFTSMAN outdoor category, we’re opening up possibilities for the non-gas-powered outdoor product lineup. With the V20* Axial Blower, homeowners who own products across the battery system will appreciate the cross-compatibility with tools that get the job done in different tasks around the home,” added Potter.

V20 Axial Blower (CMCBL720M1)

- Features up to 350 cubic feet per minute (CFM) for high performance during yard clean up tasks
- Up to 100 miles per hour (MPH) for powering through tough debris
- A variable speed control with boost button for more power when needed
- Compatible with the CRAFTSMAN V20* battery system and the VersaTrack™ storage system (sold separately)
- For pricing information please visit, www.craftsman.com

Corded Handheld Blower (CMEBL712)

- This corded blower features up to 410 CFM for high performance during demanding yard tasks
- A concentrator nozzle provides up to 190 MPH for moving tough yard debris
- Variable speed trigger and cruise control capabilities allow for precise control of the equipment
- Compatible with the CRAFTSMAN VersaTrack™ storage system (sold separately)
- For pricing information please visit, www.craftsman.com

At CRAFTSMAN, we believe that tools and storage don’t just work well, they work well together. The next generation of CRAFTSMAN products offer compatibility across categories, offering the ultimate organization solution for the garage, workshop, shed, or jobsite. Check out the full CRAFTSMAN System and learn more at www.craftsman.com.

The CRAFTSMAN blowers will be available in store and online this year. Additional outdoor products will become available in February 2019.

For more information about the relaunch of the CRAFTSMAN brand, including videos, product specifications and where to buy, visit http://www.craftsman.com.

**20V MAX battery, maximum initial battery voltage (measured without a workload) is 20 volts. Nominal voltage is 18.*

About CRAFTSMAN:
CRAFTSMAN is the American icon that homeowners, home builders, auto enthusiasts and master mechanics have trusted since 1927 – and today’s CRAFTSMAN continues that legacy. With a focus on reliable, high-performance tools, storage and equipment, CRAFTSMAN has revived its long-established pride in superior quality. Now it’s easier than ever to get the tools trusted for generations at more places than ever. For more information visit www.craftsman.com or follow CRAFTSMAN on Facebook, Instagram and Twitter.
