CRAFTSMAN® Introduces Lineup of Hand Tools

CRAFTSMAN brand introduces more than 100 new hand tools

TOWSON, MD (Aug. 16, 2018) – CRAFTSMAN®, today introduces a well-rounded lineup of hand tools as a category within a comprehensive line of CRAFTSMAN tools and equipment. The array of new hand tools continues the legacy of reliable, high-performance tools doers everywhere have come to expect.

The collection of more than 100 hand tools consists of essential products for any tool box including those for screwdriving, wrenching, measuring, striking, cutting, clamping and mixed tool sets. Standout items among the launch are the 1-¼-inch Tape Measure (CMHT37525), Dual Blade Utility Knife (CMHT10929), and Stud Sensor (CMHT77620).

“The complete lineup of hand tools available from CRAFTSMAN has something for doers at any skill level,” said Lee McChesney, President of Hand Tools, Accessories, and Storage at CRAFTSMAN. “Hand tools are among the most universal products available and with this line, our team honed in on efficiency and features that will assist our customers in achieving more and completing their jobs with pride”, added McChesney.

1-¼-inch Tape Measure (CMHT37525)

- Features an 11-foot standout for increased reach and measurement, providing efficiency to get the job done
- A durable blade coating to help extend product life and stand up to rugged, everyday use
- Large, easy-to-read font for fast, accurate measurements
- The product is made in USA with global materials
- For pricing information please visit, www.craftsman.com

Dual Blade Utility Knife (CMHT10929)

- Features a dual-blade design allowing users to quickly switch from traditional to hook blade for multiple applications housed in one unit
- A quick-change mechanism allows users to quickly, easily change the blade without the need for additional tools
- Optimized ergonomics with a bi-material grip, creates a comfortable grip for periods of extended use
- For pricing information please visit, www.craftsman.com

Stud Sensor (CMHT77620)

- Features Center find stud technology providing reliable reads for hanging, versus simple stud edge detection
- The continuous calibration feature eliminates the need to fine tune adjust the sensor
- A thin profile design provides users an easy grip and storage
- A center marking channel easily marks the center of the stud
- Batteries included
- 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 line of new CRAFTSMAN hand tools will be available in stores and online beginning in September 2018.

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

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.
