

## Countdown to the Holidays: CRAFTSMAN® Introduces Its First-Ever Holiday Advent Calendar, Delivering 12 Days of Tools and Essentials for DIYers

- *The 12 Days of CRAFTSMAN® Advent Calendar transforms a classic holiday tradition into a practical toolkit, revealing premium tools, workshop essentials and festive surprises over 12 days.*
- *Filled with CRAFTSMAN® products designed to delight all kinds of DIYers, the limited-edition calendar features products totaling up to \$200 in retail value\* for just \$49.99 (estimated retail price) at select retailers.*
- *Items include a VERSASTACK™ case, ratchet, screwdrivers, sockets, a hidden bonus reward and more.*

TOWSON, Md, Oct. 19, 2026 /PRNewswire/ --This holiday season, CRAFTSMAN®, a Stanley Black & Decker brand (NYSE: SWK) and DIYers favorite brand in tools<sup>†</sup>, is introducing its first-ever, limited-edition [12 Days of CRAFTSMAN Advent Calendar](#), a first-of-its-kind unboxing experience featuring tools, workshop essentials and seasonal surprises for DIYers, homeowners, renters and makers alike.

Experience the full interactive Multichannel News Release here: <https://www.multivu.com/craftsman/9368253-en-craftsman-introduces-first-ever-holiday-advent-calendar-12-days-tools>

Available at Lowe's, ACE, Amazon and other select retailers for as low as \$49.99 (estimated retail price), the 12 Days of CRAFTSMAN Advent Calendar features up to \$200 in retail value\*, offering a practical and unexpected holiday gift to inspire DIYers next project.

"For generations, CRAFTSMAN has empowered people with trusted tools to confidently tackle projects big and small. As consumers continue to embrace DIY, home improvement and hands-on creativity, we're finding new ways to inspire and support them," said Wayne de Koker, President and General Manager, CRAFTSMAN. "Our first-ever advent calendar represents how we continue to evolve as a modern tool brand. Recognizing the continued popularity of advent calendars, we brought this new holiday experience to life while delivering the quality and value they've come to expect from CRAFTSMAN."

Across 12 days, recipients will uncover a collection of CRAFTSMAN tools, accessories and surprises, including a VERSASTACK™ case, a 90T 3/8" Ratchet, a Bit Driver, a 3" Extension Bar, Standard SAE and Metric Sockets, Stubby Screwdrivers, a hidden bonus reward and more.

The CRAFTSMAN Advent Calendar is available for purchase at Amazon, in participating Ace Hardware locations, online at [Lowe's.com](#) and at other select retailers beginning in October.

To learn more about the 12 Days of CRAFTSMAN Advent Calendar, visit [www.CRAFTSMAN.com](http://www.CRAFTSMAN.com).

*\*Based on MSRP of individually priced items*

*†Rated among 25 leading competitive brands, based on online national survey of 549 DIY tool owners ages 18+, conducted in 10/2024.,*

### **About CRAFTSMAN**

CRAFTSMAN® is the most trusted and recommended brand in Tools and Outdoor by DIYers<sup>±</sup>. With solutions for the home, yard and garage, CRAFTSMAN is committed to empowering DIYers at every stage of their journey. Crafted with the same innovation and expertise homeowners have come to expect and love, CRAFTSMAN is here to help DIYers BUILD ON™. For more information, visit [www.craftsman.com](http://www.craftsman.com) or follow CRAFTSMAN on Facebook and Instagram.

*± Rated among 25 leading competitive brands, based on an online national survey of 261 DIY tool and residential outdoor power equipment owners ages 18+, conducted in 10/2024.*

### **About Stanley Black & Decker**

Founded in 1843 and headquartered in the USA, Stanley Black & Decker (NYSE: SWK) is a worldwide leader in Tools and Outdoor, operating manufacturing facilities globally. The Company's approximately 43,500 employees produce innovative end-user inspired power tools, hand tools, storage, digital jobsite solutions, outdoor and lifestyle products, and engineered fasteners to support the world's builders, tradespeople and DIYers. The Company's world class portfolio of trusted brands includes DEWALT®, CRAFTSMAN®, STANLEY®, BLACK+DECKER®, and Cub Cadet®. To learn more, visit [www.stanleyblackanddecker.com](http://www.stanleyblackanddecker.com) or follow Stanley Black & Decker on [Facebook](#), [Instagram](#), [LinkedIn](#) and [X](#).

## SOURCE CRAFTSMAN

For further information: Lindsay Fennell, Senior Public Relations Manager, 724-205-0640, [lindsay.fennell@sbdinc.com](mailto:lindsay.fennell@sbdinc.com)

---

Additional assets available online:  [Photos \(3\)](#)  [Video \(1\)](#)

<https://press.craftsman.com/2026-10-19-Countdown-to-the-Holidays-CRAFTSMAN-R-Introduces-Its-First-Ever-Holiday-Advent-Calendar,-Delivering-12-Days-of-Tools-and-Essentials-for-DIYers>