CRAFTSMAN® Brand Relaunches with a Full System of Tools, Equipment and Accessories

CRAFTSMAN builds on its legacy of pride with reinvigorated brand identity and introduction of more than 1,200 new tools and products

TOWSON, Md., September 19, 2018 – CRAFTSMAN®, an American icon trusted for more than 90 years and the newest addition to the Stanley Black & Decker (NYSE: SWK) family of tool brands, has announced the launch of a refreshed brand identity and a new generation of tools, products and accessories.

Building on its strong heritage of instilling pride and accomplishment among millions of makers – from homeowners and home builders to auto enthusiasts and master mechanics -- CRAFTSMAN is introducing more than 1,200 new tools and products over the next year in the following categories:

- Power Tools, Equipment & Accessories
- Lawn & Garden Power Equipment
- Hand Tools
- Mechanic & Automotive Tools
- Storage & Organization Solutions

The products will be available at Lowe's Home Improvement, ACE Hardware stores and other major retailers, including Amazon, beginning this month. Initially, Stanley Black & Decker plans to manufacture, with global materials, approximately 30 percent of the tools in its U.S. facilities, with the goal of increasing that ratio to more than 50 percent over the next few years.

"For generations, CRAFTSMAN has been the brand that helps people reach their moment of achievement," said Jeffery Doehne, General Manager of CRAFTSMAN at Stanley Black & Decker. "With the revitalization of the brand, we're focused on delivering high quality, high value products to continue this tradition while making it easier for our customers to get the new tools, products and accessories, available with more retailers than ever before," added Doehne.

In addition to a broad range of new product offerings, customers will also notice an updated brand identity featuring the new CRAFTSMAN logo and more vibrant color scheme.

"Today's CRAFTSMAN brand revives our long-established pride in high quality products that will make a difference in the lives and jobs of customers," said Allison Nicolaidis, Chief Marketing Officer for Global Tools & Storage at Stanley Black & Decker. "We take pride in understanding what matters to makers and are proud to continue supporting their doer-mentality."

To officially unveil the new brand, CRAFTSMAN invited and hosted more than 100 members of the media and like-minded brand influencers to the brand's new hometown of Baltimore, Md. Together, they were invited to experience the next generation of the brand, sharing their experiences and news via #CRAFTSMANLaunch and #WeBuildPride hashtags.

For more information about the CRAFTSMAN brand, including videos and product specifications, and availability, visit www.craftsman.com.

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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.

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