



The Brand Synonymous With Measuring Up

STANLEY® is a leading global manufacturer of hand tools, power tools and related accessories, and a flagship brand of the wider Stanley Black & Decker Corporation.

Ever since its foundation in 1843, STANLEY has been committed to providing professionals across the globe with products which are smart, tough, pioneering and up to the task.

For over 170 years, STANLEY has been responsible for unlocking new levels of user performance through creating some of the most useful tools ever made including the Bailey® Plane, the Surform® shaper, the PowerLock® tape rule, and most recently, the FatMax™ line of products. Today, the company continues to be an industry leader in hand tool innovation thanks to a continued focus on the excellence that is inherent in every product, employee and business.

The STANLEY tools division is arguably what STANLEY is best known for, but other divisions include STANLEY Security, STANLEY Hardware, STANLEY Engineered Fastening and STANLEY Infrastructure.

OUR MISSION

Our mission at STANLEY is to help people excel, unlocking their potential and helping them to do every job better than the last. Whether this be helping them to work faster, cut sharper or hit harder, we help them be their best by creating some of the most useful tools ever made. STANLEY has a passion to always improve, to create what's

new, and to help people excel – that's performance in action – and that's our brand promise.

HISTORY OF STANLEY

In 1843, Frederick Stanley, started a small shop in New Britain, USA, to manufacture bolts, hinges, and other hardware from wrought iron. With superior quality, consistent innovation, and rigorous operational improvement, Frederick Stanley's company, known then as 'The Stanley Works', defined excellence, and so did its' products.

Since 1843, we've set the standard for excellence in everything we do. No company on earth has a stronger or more compelling history of delivering the hardworking, innovative, powerful tools that help professionals around the world build, repair, and protect the world's most valuable things.

Just as it was in 1843, our passion for excellence is seen around the world in our disciplined operations, purposeful business growth, and loyal customer relationships.

A STORY BEHIND EVERY TOOL

Every STANLEY tool is created to help you work better, smarter, faster. Our discovery teams work side-by-side real tradespeople to see how they work and identify ways to help improve their performance. This means that our tools come with something special - understanding. From the tape that helps you measure accurately to the hammer that's heavy on nails but light on your arm, we create tools that help you be your best. Why do we do it? Because we understand that there's nothing better than knowing you've done a great job, and knowing that you're respected for it by the people whose opinion really matters - the people you work with.