STANLEY Commemorates 175th Anniversary

NEW BRITAIN, CT (June 21,2018) – In 1843, Frederick Trent Stanley started the company that would become the largest tools and storage company in the world. 175 years later, STANLEY still designs and manufactures reliable tools so consumers across industries can feel confident completing jobs of any scale. On this milestone anniversary, STANLEY is celebrating its loyal customers and their projects – the small moments and big accomplishments – with Built With STANLEY.

BUILT WITH STANLEY:

- STANLEY Tools have helped build the world around us and to celebrate the 175th anniversary, STANLEY is celebrating its customers and their creations with the #BuiltWithSTANLEY campaign
- Customers have the opportunity to share their proudest projects and the stories accompanying each, on social media.
- Simply post a visual memory to social media tagging #BuiltWithSTANLEY for a chance to win limited edition tools and be featured on Built With STANLEY.

“The STANLEY family is thrilled to be celebrating its 175th anniversary this year, and we couldn’t have achieved this milestone without the customers that use and trust in our products day in and day out,” said Lee McChesney, President, Hand Tools, Accessories & Storage at Stanley Black & Decker. “STANLEY has always prided itself on designing tools that can withstand the test of time, and we look forward to providing transformative products that help our customers continue to build and improve the world around us.”

To commemorate this milestone anniversary, STANLEY is inviting customers to submit images of their proudest projects (old or new) and stories by tagging #BuiltWithSTANLEY to demonstrate how STANLEY has helped build our world. By submitting their projects, customers have the opportunity to receive a limited-edition 175th anniversary STANLEY Silver Tape Rule with a commemorative leather pouch.

For more information, please visit www.STANLEYtools.com and www.builtwithstanley.com or search for the hashtag #BuiltWithSTANLEY on social media.

Tags

- tape measure
- #builtwithSTANLEY
- 175th anniversary
- STANLEY

About STANLEY:

STANLEY, a brand of Stanley Black & Decker, Inc. is a diversified manufacturer of innovative tools and engineered solutions for professional, industrial, woodworking, construction, automotive repair, organizational, and do-it-yourself use. Since 1843 STANLEY has consistently provided solutions that make life easier with reliable hand tools. Headquartered in New Britain, CT, STANLEY is committed to manufacturing tools in the USA with global materials. Annually, STANLEY produces a large variety of hand tools including tape rules, knives, blades, hand saws, screwdrivers, plastic storage, and accessories in multiple manufacturing locations in North America. STANLEY can be found internationally wherever tools are sold and has helped build America with a breadth of quality hand tools people can trust for over 175 years. For more information visit www.stanleytools.com or follow STANLEY on Facebook, Instagram, and Twitter.



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