

HULTAFORS GROUP

One company – strong brands



OUR VISION

To be the most desired partner for distributors and the number one choice for craftsmen throughout Europe.

OUR MISSION

To be the most dynamic and reliable partner, offering premium brands with innovative state-of-the-art products designed to keep craftsmen at the forefront.



Hultafors Group purpose

Hultafors Group collects leading brands...

- Number one or two position in main markets with strong end-user demand and a natural “place on the shelf”
- Brand-driven product categories with unique value propositions to the end user
- Attractive position in value chain
- Overlapping sales and distribution channels, and end-user segments

...and creates unique benefits

For our customers

- One supplier of leading brands
- Leader in profit per square meter
- High availability and short lead times

For our business

- Superior understanding of end-user needs
- Bargaining power
- Scale for advanced support functions
- Cost synergies
- Platform for acquisitions



Innovative hand tools that you can rely on.



reddot design award
best of the best 2012

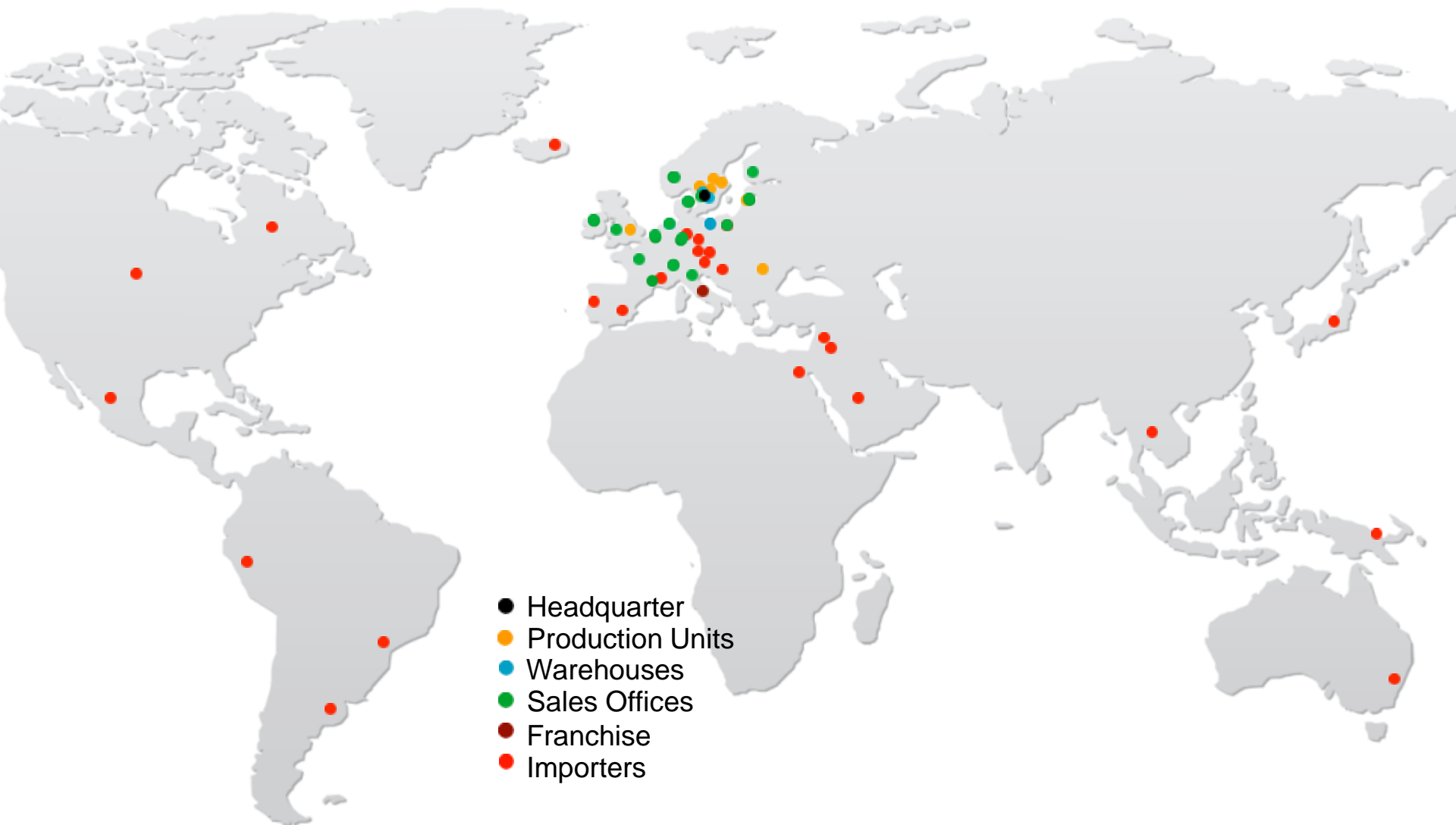
**OUTSTANDING SAFETY,
RELIABILITY
AND QUALITY.**



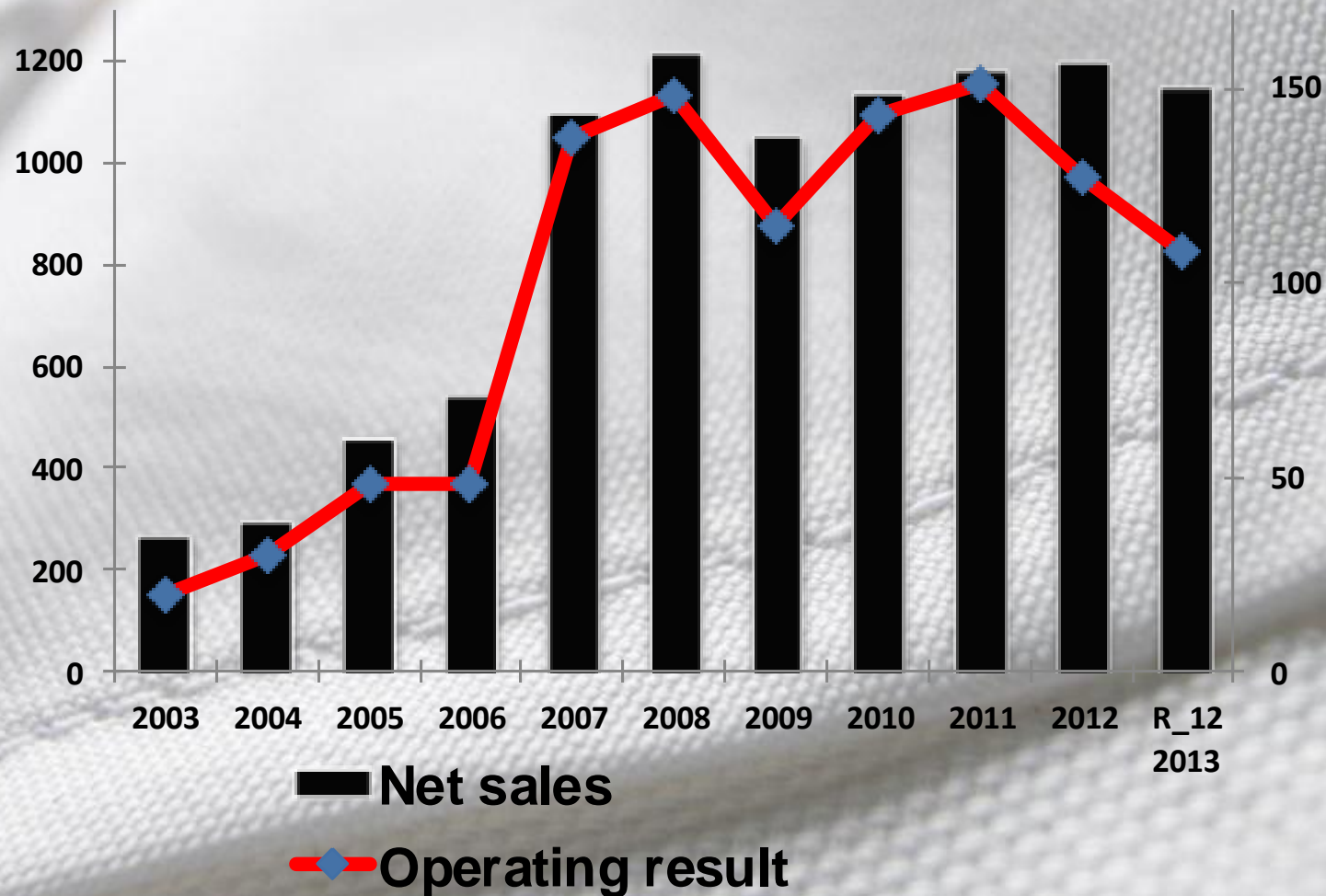
**Cutting-edge design with superior
functionality, comfort, protection and
durability**



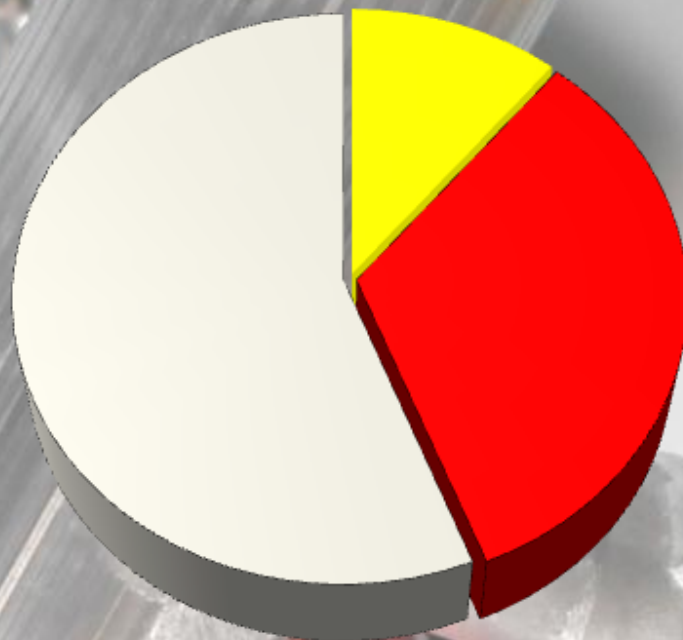
PRESENCE



DEVELOPMENT NET SALES AND EBIT, SEK M



SHARE OF TOTAL TURNOVER (2012)

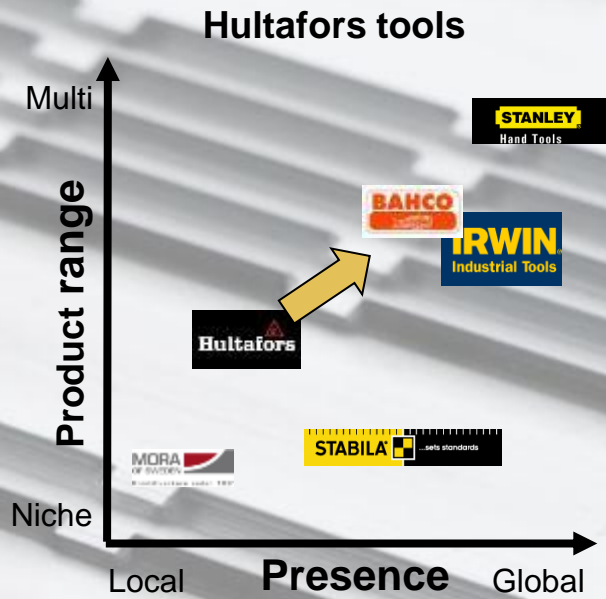
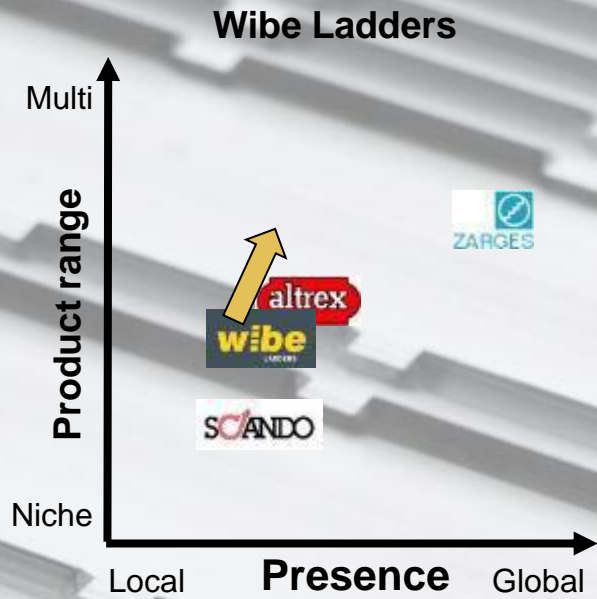
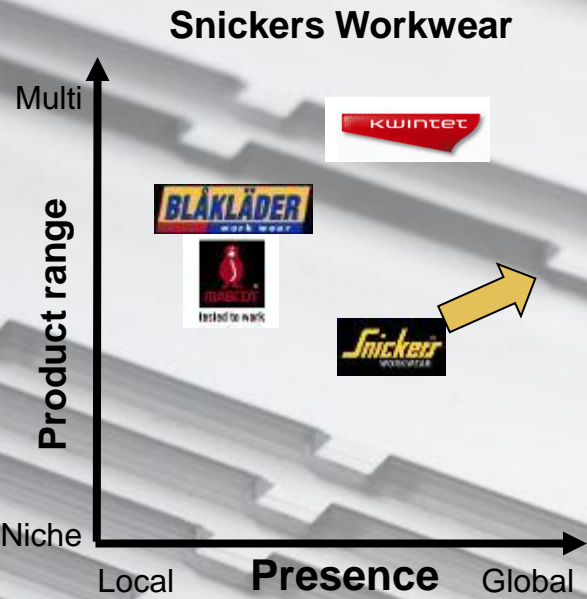


■ Wibe Ladders (11%)

■ Hultafors (33%)

■ Snickers Workwear (56%)

COMPETITION



SCAFFOLDING



4 MODELS

UP TO 8,2 M OUTDOORS
UP TO 12,2 M INDOORS

NEXT GENERATION TAPE MEASURE



reddot design award
winner 2013



HULTAFORS GROUP IN EVERY WAY, A PARTNER TO RELY ON

A close-up photograph of a hand holding a red and black Hultafors 20m tape measure. The hand is positioned to show the side of the device, which has a red high-impact case and a black grip. The background is a solid red color. The text "Hultafors 20m" is visible on the side of the device.

Solid high-impact case

**Quick gear
function 3:1**

**Unique one
hand grip**

EU class 1

THE GLOVE REVOLUTION



**38 YEARS AGO WE
CHANGED THE WAY WE
LOOK AT WORKWEAR**



**NOW THE TIME HAS COME
FOR WORK GLOVES**

**TODAY'S WORK GLOVES
DON'T KEEP WHAT
THEY PROMISE**

THOROUGH RESEARCH

- + Interviews and studies of end users
- + Both stated and unstated needs
- + Workplace visits



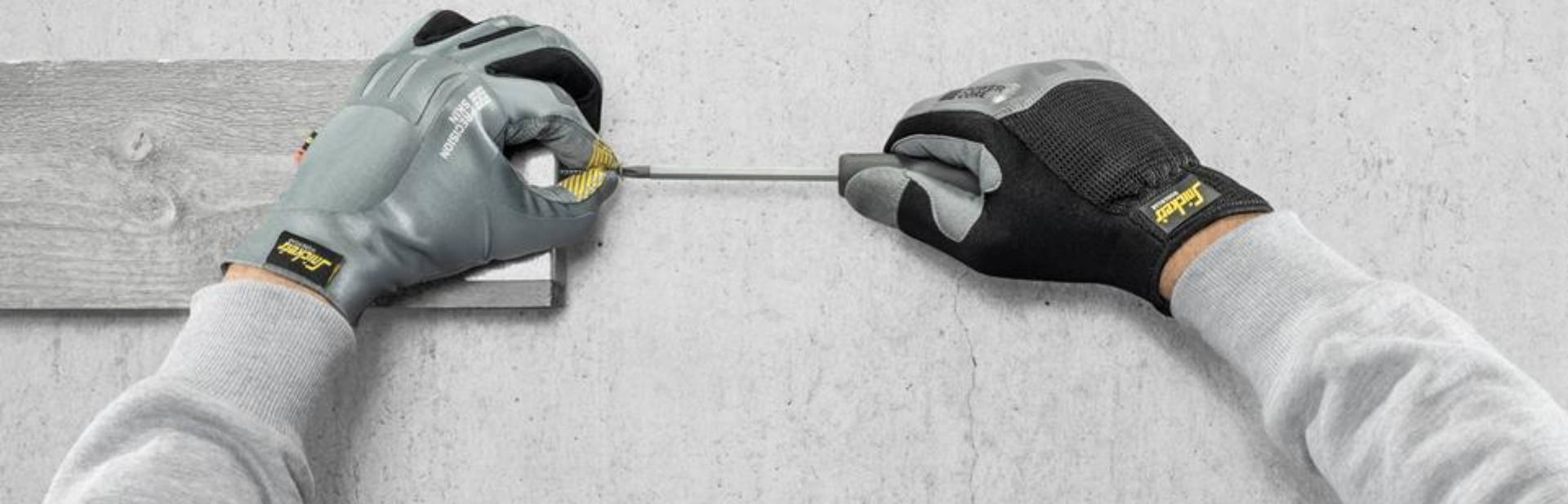
INSIGHTS



DIFFERENT TASKS REQUIRE DIFFERENT GLOVES



HANDS DO DIFFERENT THINGS



HANDS ARE DIFFERENT



**WHY TREAT YOUR
HANDS THE SAME?**

**THIS IS A PAIR OF
WORK GLOVES**



**THIS IS NOT A PAIR
OF WORK GLOVES**



LEFT & RIGHT GLOVES
SOLD ONE BY ONE

HULTAFORS GROUP

One company – strong brands

