

HULTAFORS GROUP

One owner – several strong brands



With a lot in common

OUR VISION

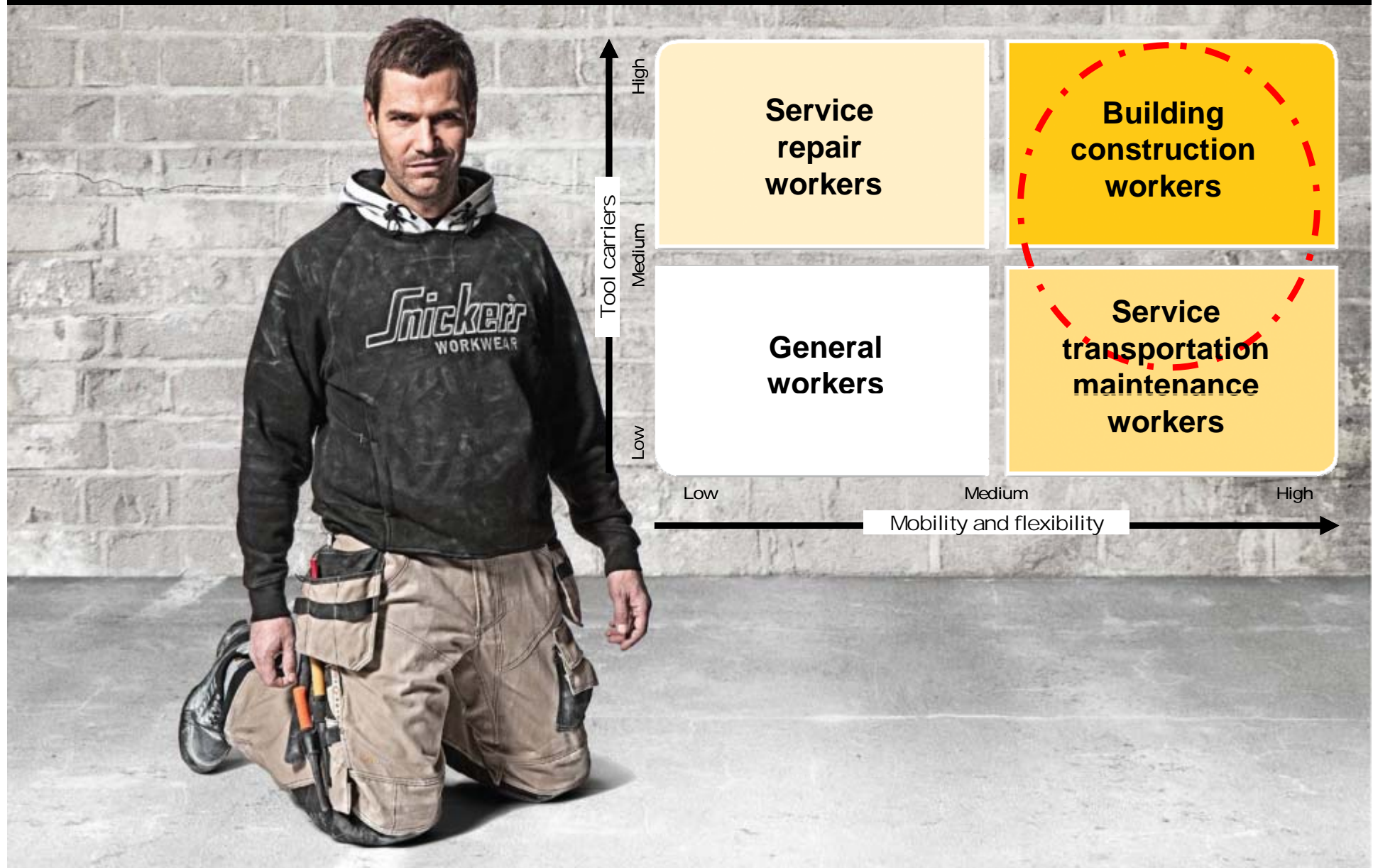
To be the most desired partner for distributors and the number one choice for craftsmen throughout Europe.

OUR MISSION

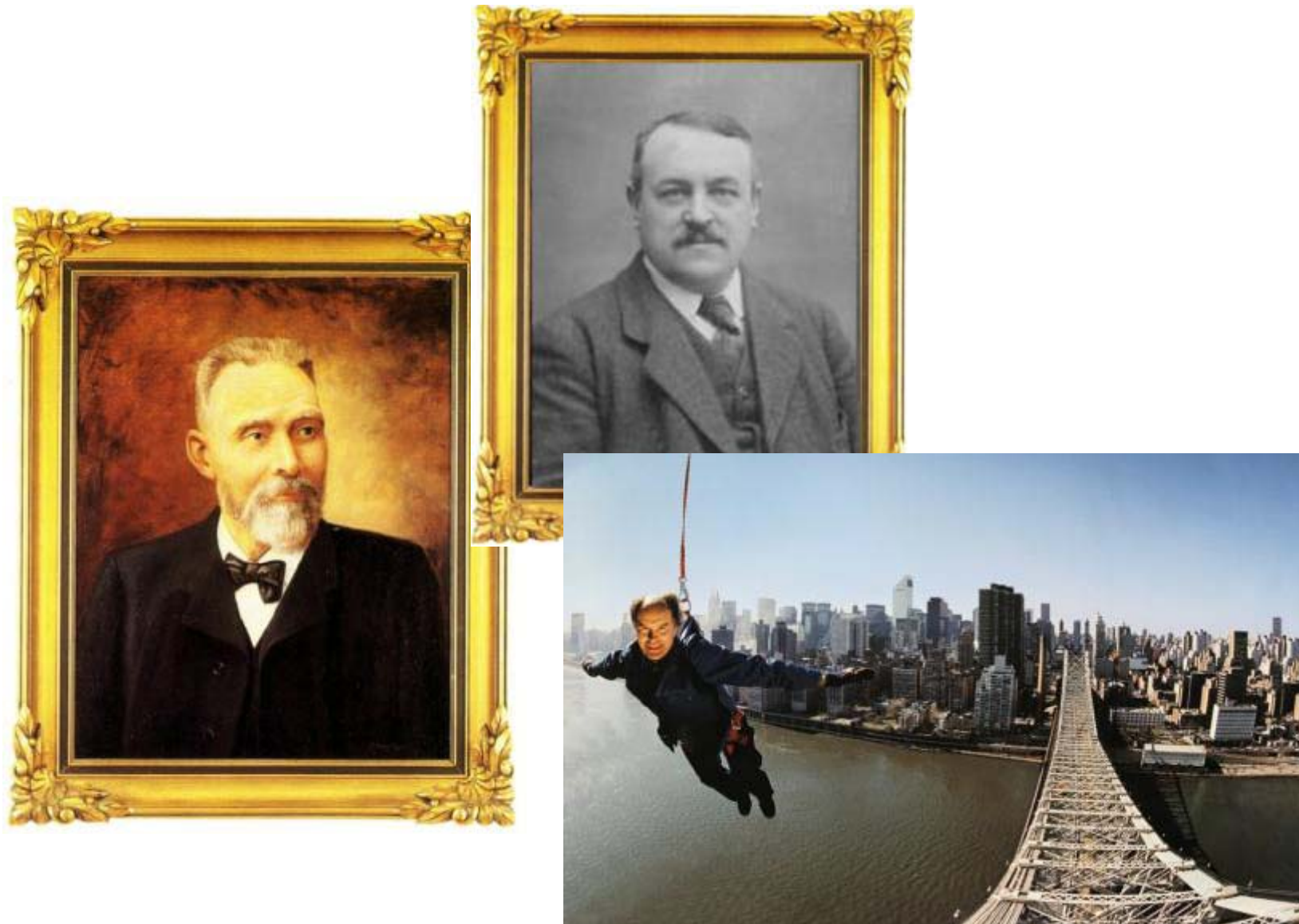
To be the most dynamic and reliable partner, offering premium brands with innovative state-of-the-art products designed to keep craftsmen at the forefront.



TARGET GROUP SEGMENTATION



DRIVEN BY ENTREPRENEURSHIP



HULTAFORS TOOLS

CORE MESSAGE

**Innovative hand tools that you
can rely on.**



HULTAFORS GROUP IN EVERY WAY, A PARTNER TO RELY ON

WIBE LADDERS

CORE MESSAGE

**OUTSTANDING SAFETY,
RELIABILITY
AND QUALITY.**



HULTAFORS GROUP IN EVERY WAY, A PARTNER TO RELY ON

SNICKERS WORKWEAR

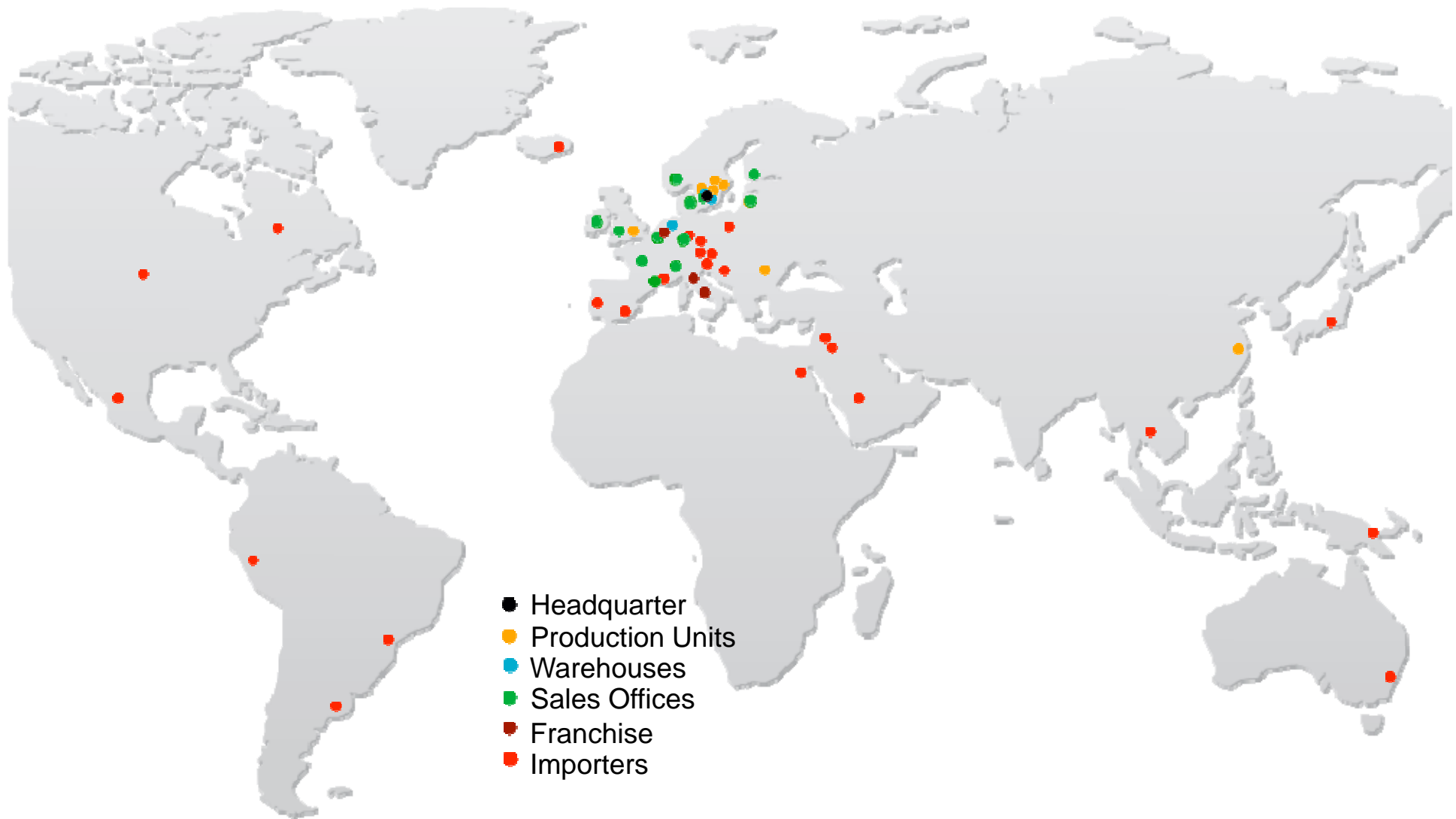
CORE MESSAGE

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

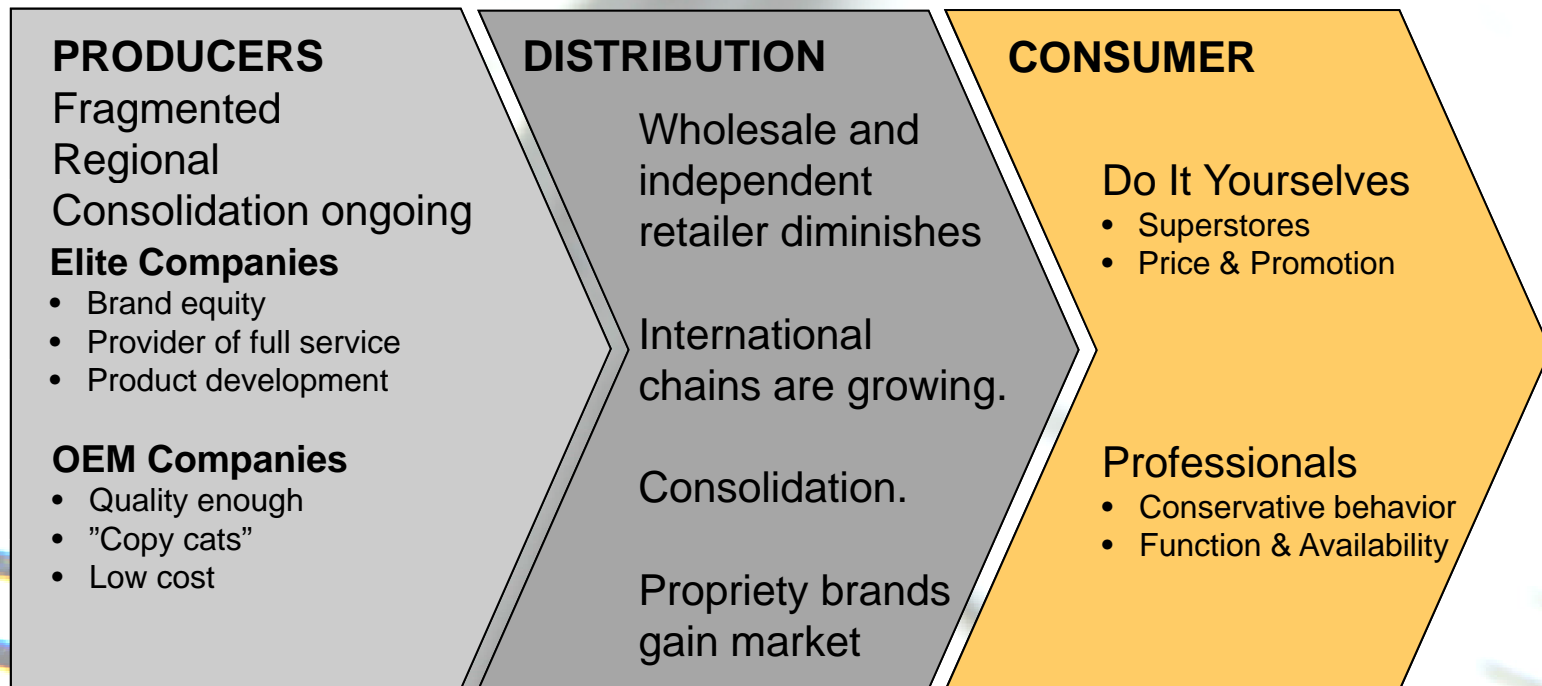


HULTAFORS GROUP IN EVERY WAY, A PARTNER TO RELY ON

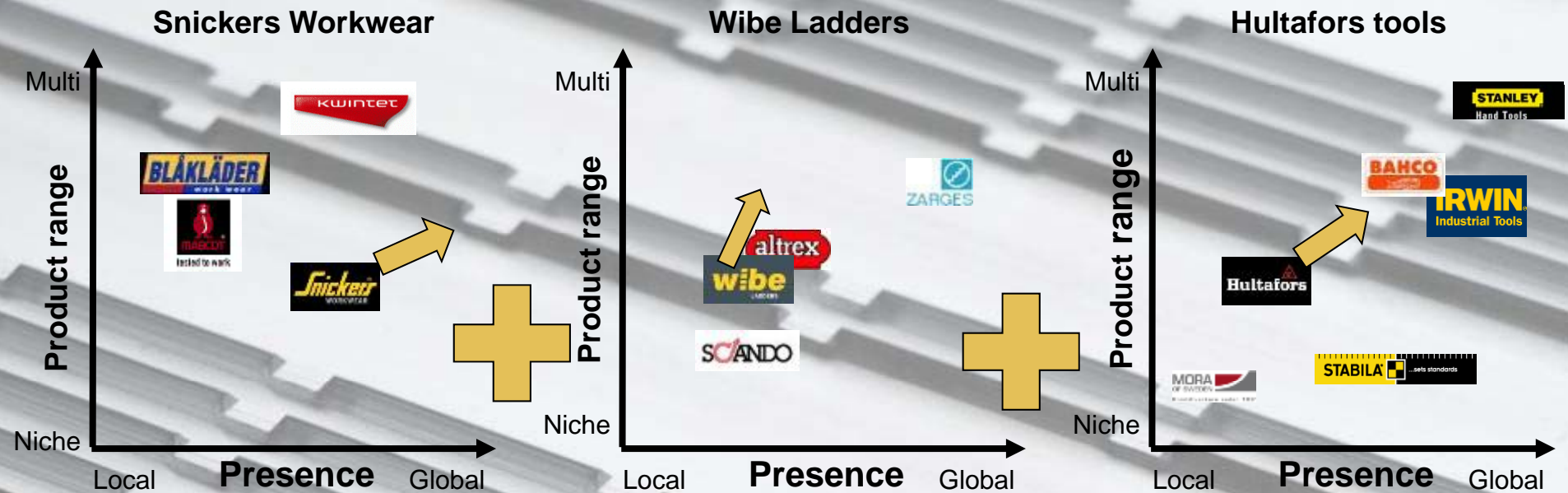
PRESENCE



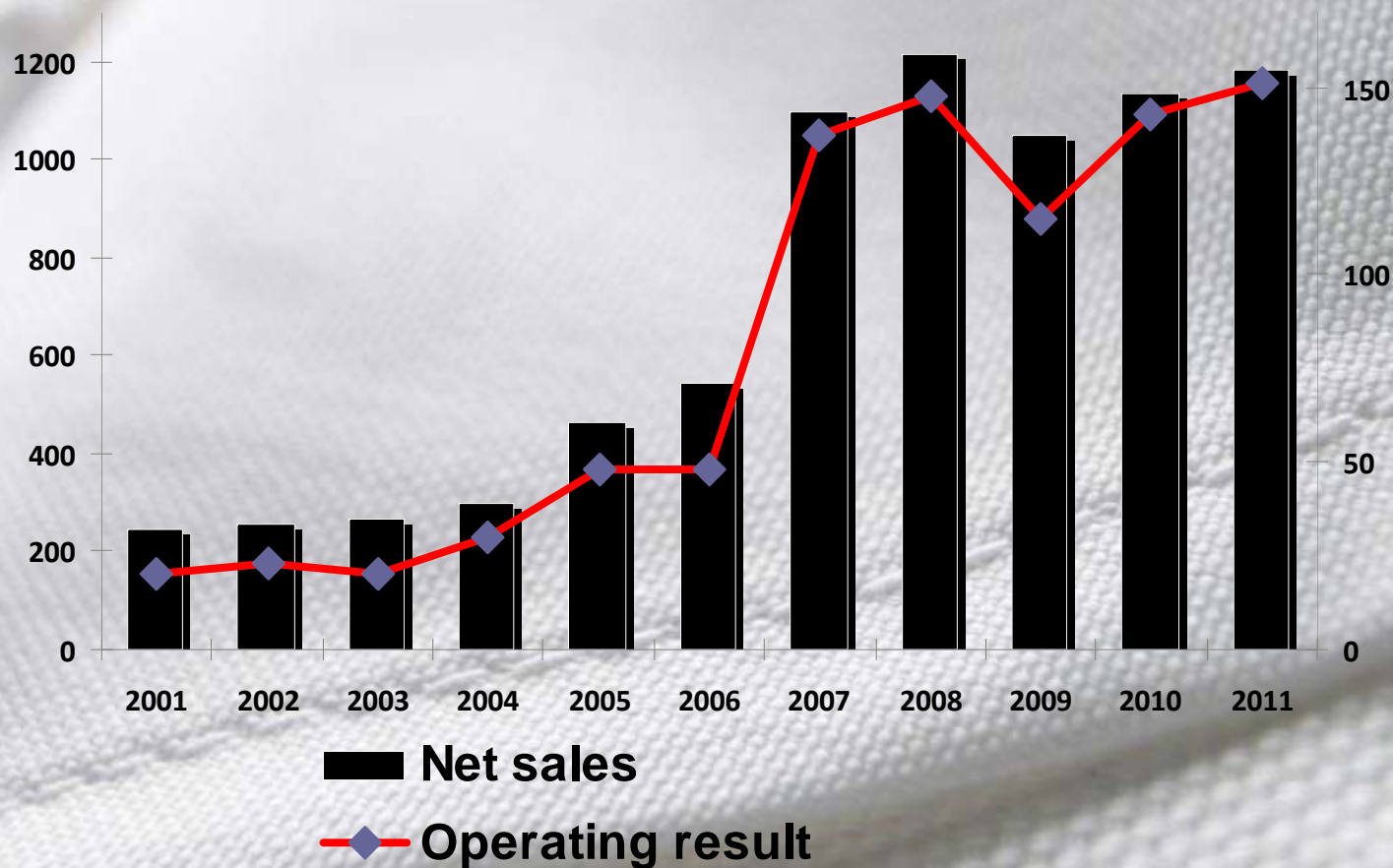
MATURE MARKET EVOLUTION



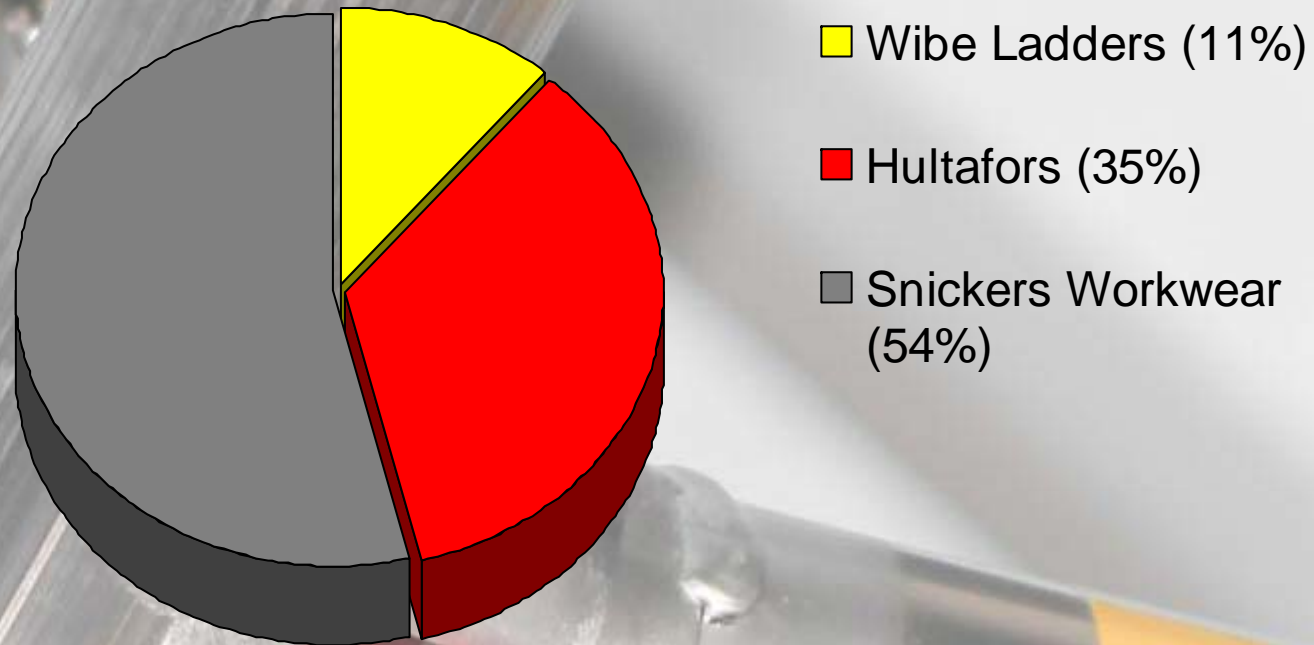
COMPETITION



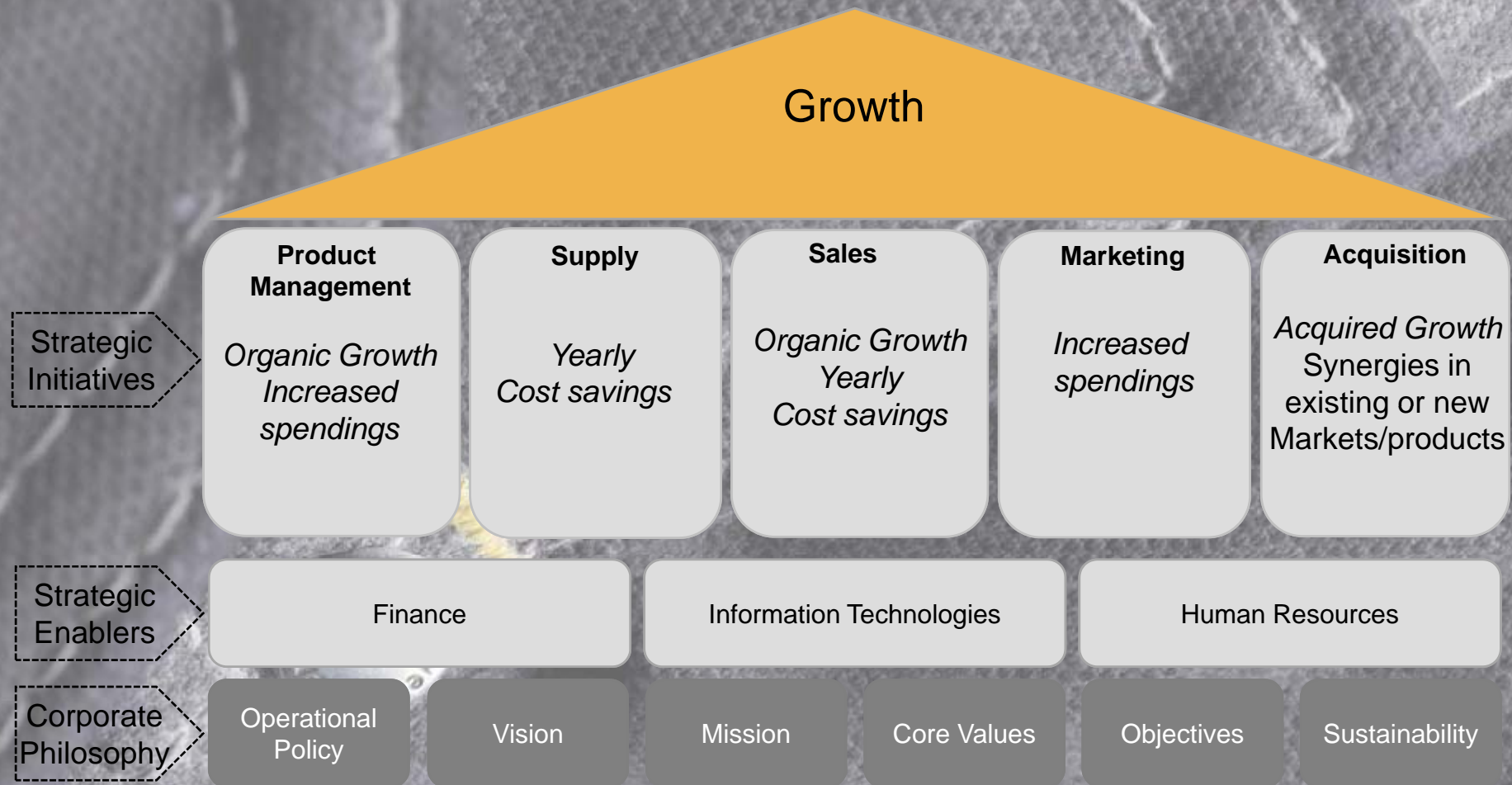
DEVELOPMENT NET SALES AND EBIT, SEK M



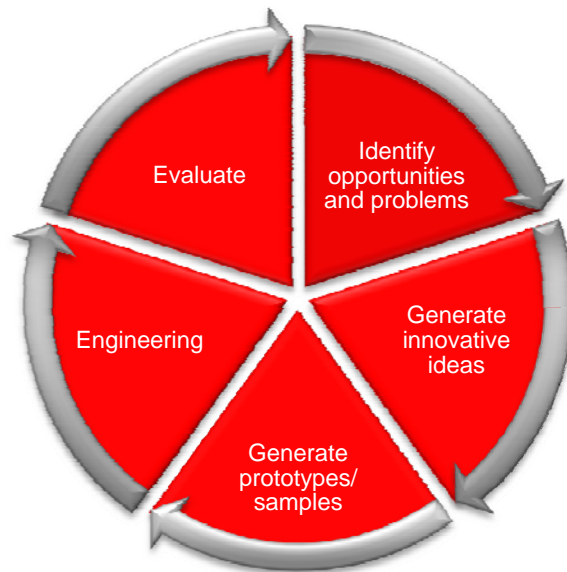
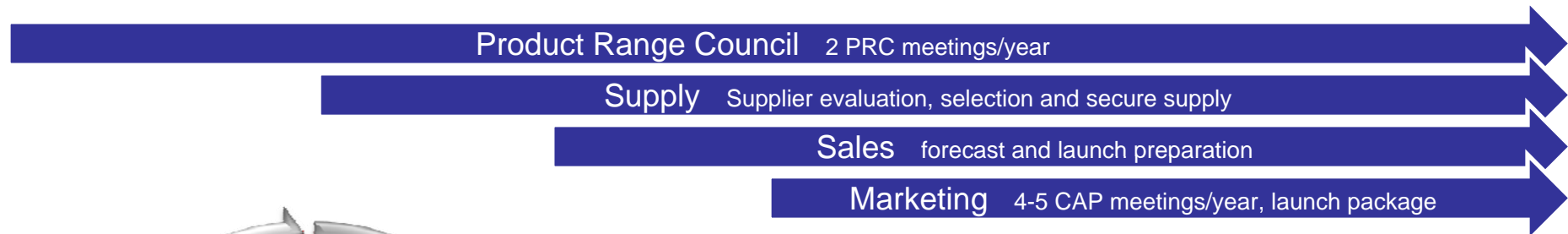
SHARE OF TOTAL TURNOVER (2011)



HULTAFORS GROUP - STRATEGIC MISSION

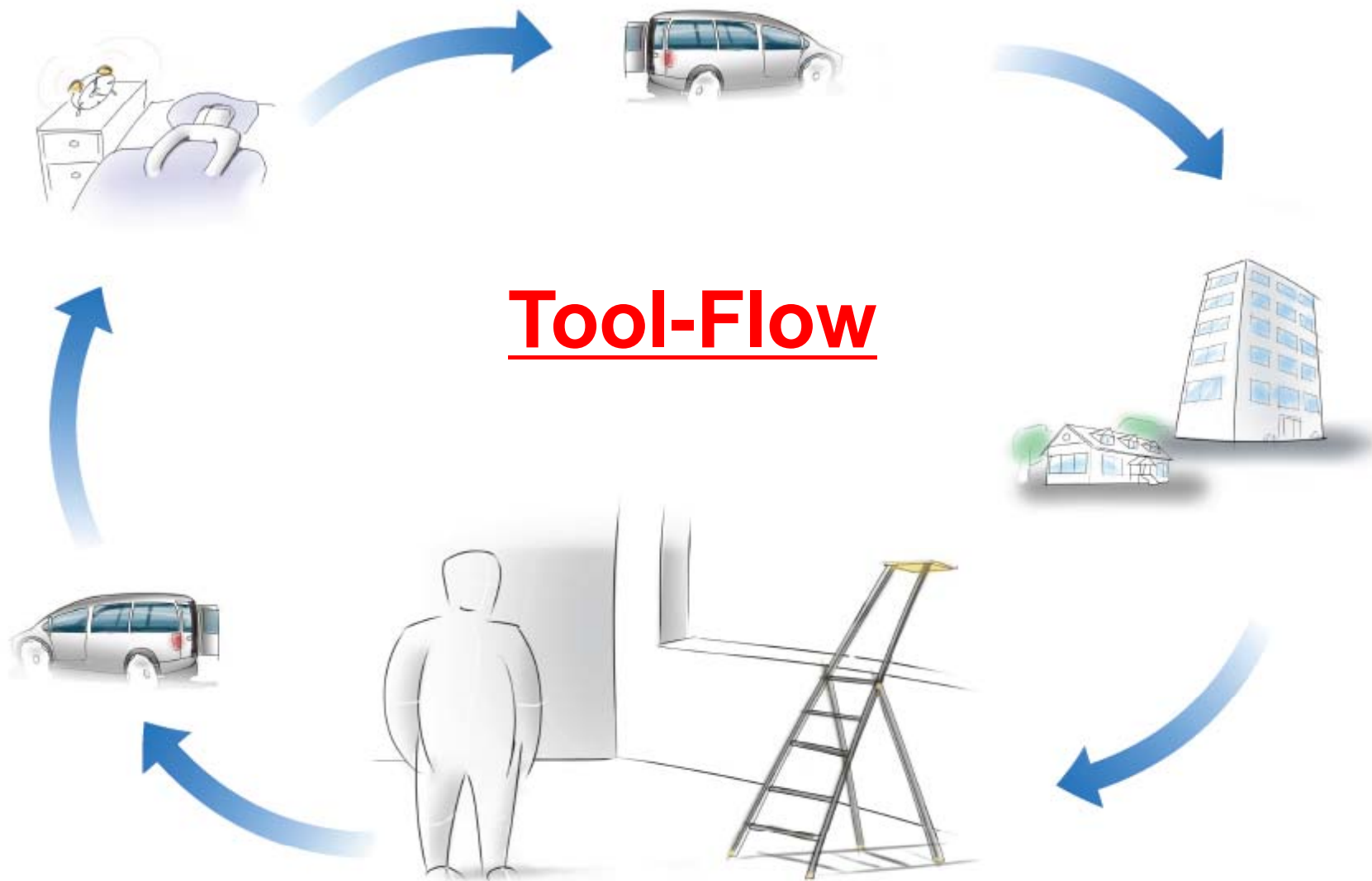


PRODUCT RESEARCH & DEVELOPMENT

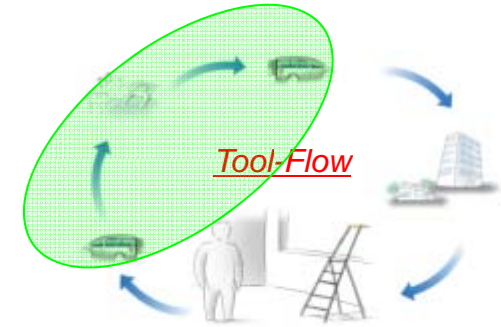


Iterative development process

USER STUDY OF TOOL FLOW



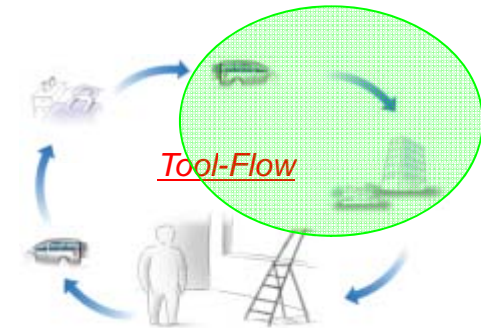
USER STUDIES



AFTER WORK

***”.....no idea where to
be the next day....”***

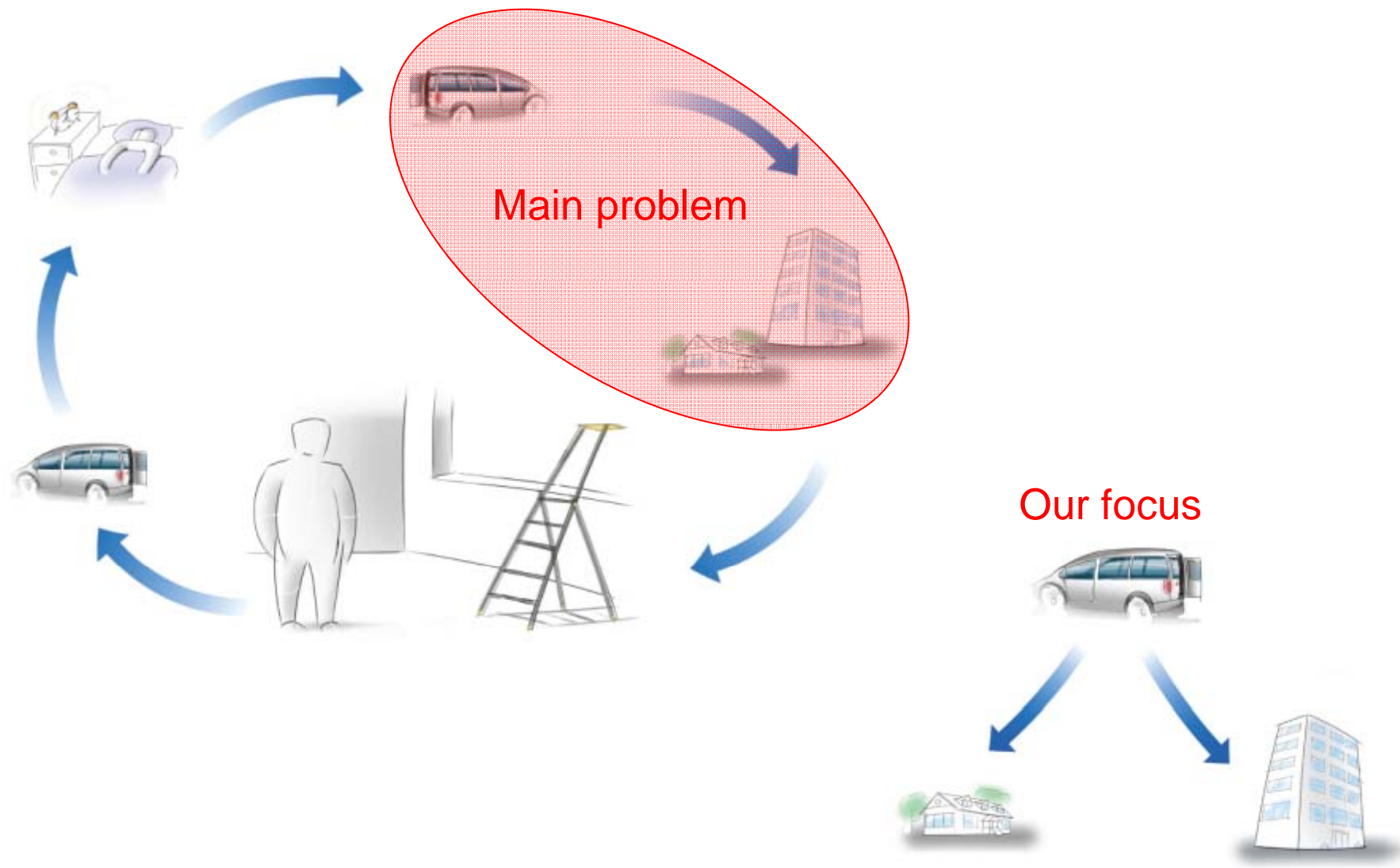
USER STUDIES



TO WORK

***”.....parking is a
problem in cities....”***

TOOL BAGS – OPPORTUNITY



DESIGN INSPIRATIONS REAL LIFE



Paint can



Shopping basket



Wooden box



Plastic bag



VP-rör

Glue can



10 kg belt

FLEXI TOOLBAG DEVELOP CRAFTMANSHIP



Features

- Padded back and adjustable padded shoulder straps
- Open design for easy access with general tool holders and a specific power tool holder
- Reflective piping
- Unique hard-wearing bottom, sides in plastic with a reflective piping
- 19 & 23 litres



reddot award
product design

TOOL CARRIER – Displays



ADJ WRECKING BAR DEVELOOPS CRAFTMANSHIP

KEY USP



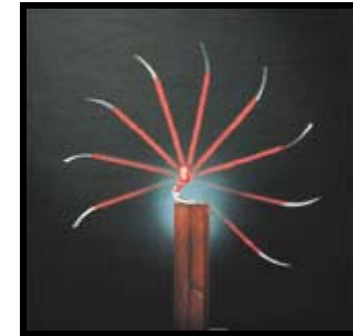
Adjust or take down frame works



Breaking up wooden floors



Ergonomic working position



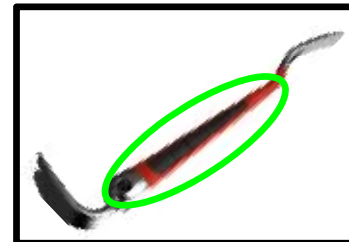
Adjustable in nine steps



Space for your hand to minimize the risk of crushing your hand.



Longer breaking length



Ergonomic grip in Santoprene



A hole in the screw will make it easy to hang it up and to secure it when working on heights.



Force in the centerline gives better stability



Lift doors and plasterboard

TAKE A "BREAK", IN EVERY ANGEL

Adjustable wrecking bar 209



Think different

Act different

Different result

TOOLS TO RELY ON



Hultafors

