



Line of Business
Storage Solutions

Established
1987

Leading Executive
Esti Carmeli
CEO

Stanley Israel Ltd. Part of Stanley Black & Decker, Inc.

Stanley Israel is the worldwide leader in the marketing, development and manufacturing of high quality consumer products for the DIY and professional market. Founded in 1987 as ZAG Industries, the company was acquired in 1998 by The Stanley Works, Inc., a leading US-based manufacturer and marketer of tools, hardware and specialty hardware products for home improvement, consumer, industrial and professional use. In 2010 The Stanley Works, Inc. acquired Black & Decker and has annual worldwide sales of \$8 billion.



First in Design, First in Quality

Stanley Israel's products are manufactured at the company's state-of-the-art manufacturing facilities in the Galilee, and at a select group of third-party manufacturers. The products are sold under the Stanley brand, including Stanley's premium FatMax and FatMax Xtreme brands, as well as under private label brands and can be found in major global DIY retail chains and professional stores. The company's storage products are tailored to the unique needs of customers and consumers in the home, hardware, storage and garage markets, and are renowned worldwide for their innovative design, high quality and value. Stanley Israel's core business categories are tool storage solutions, including mobile units, garage modular cabinets, tool boxes and soft sided tool bags. Another major category is work facilitation with sawhorses

and workbenches – all designed for onsite use. Rolling workshops, a category pioneered by Stanley Israel, offers durable, mobile job chests and rolling work centers. The company's Garage Workshop features an innovative system of metal-resin cabinets sold in some of the world's leading home improvement retailers.

Worldwide Marketing

Virtually all of Stanley Israel's products are exported, with the company owning a commanding #1 market share in both North America and Europe. Sales exceeded \$ 100 Million in 2010, up from \$ 30 Million in 1995. Stanley Israel's products are highly valued by the professional user and are sold in virtually every DIY and home improvement retail chain, including The Home Depot, Lowes, Target, Menards, Wal-Mart, B&Q, Homebase, Castorama, and Leroy Merlin and in professional stores.

Prestigious Awards

Stanley storage products and packaging have won a variety of awards worldwide for innovation. For several years running the company has won the Good Design award from the Chicago Athenaeum for its adjustable sawhorse, tool organizer and unique toolboxes. The company's products are on display at leading US museums. Consistent with the company's mission, Stanley Israel is constantly innovating and has numerous patented and patent pending products.

Mission

Stanley Israel is committed to improving the daily lives of people throughout the world by helping them organize their personal and work environments. Stanley Israel aims to continue leveraging the unique talents of its employees to enhance its leadership position as a supplier of storage solutions.

Community Involvement

Since its establishment Stanley Israel has been involved in various projects in schools, enhancing the development of innovative ideas and creative thinking in the product development process by sharing its rich experience with the innovators of tomorrow. Besides its knowledge, Stanley Israel has also donated products for design students' projects, the latest of which were presented at the Design Exhibition in Tel-Aviv.

STANLEY
ISRAEL

StanleyBlack&Decker

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