



HULTAFORS GROUP
IN EVERY WAY, A PARTNER TO RELY ON

The next generation tape measures have arrived

Hultafors launches three all-new products for demanding craftsmen



The new Short Tape PR by Hultafors: **Tough precision, for hard work.**

To deliver at top level, a professional craftsman must be able to rely on his tools, and tape measures are among the most critical ones. Now Hultafors sets a new standard when it comes to durability and ergonomics, with an all-new range of short tapes – truly built to last.

Getting interrupted in a project by faulty tools is both aggravating and time consuming, but with the latest product launch from Hultafors there is now one less thing to worry about. The new PR Short Tapes come in three different lengths and offer a new dimension of sturdiness, precision and ease of use. Wrapped in the most resilient casing ever, they are specifically crafted to stand their ground against even the toughest treatment. The ergonomic design includes a rubber-coated button and break pad, made to cling to the hand as the steel tape is pulled. This is when the high-quality precision mechanism comes into play:

“The wear resistant blade, graduated with a high-precision inkjet print, runs smoothly and comes back with a gentle return action. All movement is muffled with an effective noise washer and, when pushed, the brake-stop instantly pause everything to deliver the most accurate reading possible. Add a metal hole-hanger for strap to that, enabling safe work at high altitudes, and you have a tool ready for any challenge,” says Håkan Carlsson, Product Manager at Hultafors Group.

These are the new PR Short Tapes by Hultafors:

- Our most durable short tape ever.
- Ergonomic grip and rubber coated button and break pad area.
- Distinct break that eliminates all unwanted blade movement.
- Smooth and silent handling.
- Three different lengths: 3, 5, and 8 metres.
- EU Class 1 – on all models.

For further information contact: Håkan Carlsson, Product Manager at Hultafors Group, +46 (0)33 723 74 31, hakan.carlsson@hultaforsgroup.com.

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Hultafors Group offers a dynamic range of premium brands to rely on. Snickers Workwear, Wibe Ladders and Hultafors Tools form together a powerful offer for distributors and craftsmen who want innovative and reliable products with maximum function, safety and ergonomics. Hultafors Group has 650 employees; an annual turnover of 1.2 billion SEK and sales operations on more than 37 markets the world over. www.hultaforsgroup.com



The new Short Tape SL by Hultafors: **Superior precision. Always at hand.**

Ask any craftsman and you'll get the same answer: Getting a job properly done is all about precision. That's why Hultafors set out to overcome the one thing that prevents you from always having a tape measure at hand – size.

“The best short tapes are the ones that you don't mind taking with you. We call them the SL Short Tapes,” says Håkan Carlsson, Product Manager at Hultafors.

The first thing that you are likely to notice when trying out the all-new SL Short Tapes by Hultafors is the fact that you don't. Notice them, that is. The slim model, enclosed in a heavy-duty ABS plastic case, has been designed specifically to fit any pocket. And by doing so they are easy to take along for any job, thus being at hand whenever needed.

Besides size, the SL Short Tapes also push the limits when it comes to handling. Just pull the steel tape and feel the high-quality mechanism inside, letting the blade run smoothly and silently with a gentle return action. Using the distinct brake button instantly stops all movement to deliver the most accurate reading possible – and to keep wear and tear at an absolute minimum the product has been equipped with a cleaver bump stop feature.

“Simply put: This is precision in an extremely handy package, a reliable companion that is always by your side. Or use the metal strap to attach it to your belt and you are set for any challenge,” says Håkan Carlsson.

These are the new SL Short Tapes by Hultafors:

- Carefully welded to be as slim as possible.
- A sturdy ABS plastic case.
- Smooth blade return and bump stop with anti-wear function.
- Distinct break that eliminates unwanted blade movement and increases accuracy.
- Two different lengths: 3 and 5 metres.
- EU Class 1 – on all models.

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The new CC Long Tapes by Hultafors: Get a grip on heavy-duty precision

When working as a craftsman in the field there are two things that your long tape measure must guarantee: Accuracy and durability. That was the starting point for Hultafors as they set out to revitalize the product category. The result? The all-new CC Long Tapes, that received an award at the world's largest design contest "red dot awards". "They set a new standard," says Håkan Carlsson, Product Manager at Hultafors Group.

The new CC Long Tapes by Hultafors are developed especially for the demanding craftsman that has neither time nor the patience to deal with equipment breakdowns. The CC models come in four different lengths with blades of either steel or fibreglass. And, with a solid high-impact case of ABS plastic they have literally been made to take a beating. To optimize handling, the unique grip is individually crafted for each case size – including a function that lets users stretch, measure and release the tape with just one hand.

"The quality precision mechanism inside ensures smooth operation, which for instance comes in handy when using the built-in loop. Attach it anywhere, start walking and the CC Long Tape keeps you updated," says Håkan Carlsson.

And with features such as the anti-wear mouthpiece, and the hole hanger for straps that enables safe work at heights, you certainly have a reliable companion at your side. Measure after measure.

These are the new CC Long Tapes by Hultafors:

- An all-new design with individual case size grip – made for optimal handling.
- Unique "stretch and measure" function wrapped in a heavy-duty ABS casing.
- The fibreglass blade withstands moisture, temperature fluctuations, and a majority of chemicals – and is electrically non-conductive.
- Your choice of steel or fibreglass blades.
- Four different lengths: 10, 20, 30 and 50 metres.
- EU Class 1 on all steel blade tapes.

For further information contact: Håkan Carlsson, Product Manager at Hultafors Group, +46 (0)33 723 74 31, hakan.carlsson@hultaforsgroup.com.

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The red dot design award

The red dot design award, whose origins reach back to the 1950s, is carried out in three disciplines: the "red dot award: product design", the "red dot award: communication design" and the "red dot award: design concept". More than 4,000 entries in 19 different categories were registered. The award – the red dot – has established itself internationally as one of the most appreciated quality seals for outstanding designs.



reddot design award
winner 2013