

Who Owns What?

Andrew Davis

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This is a redacted version of an article I found on protoolreviews.com. I remember growing up when General Motors offered different brands at different price points (until they all the brands started to overlap before GM collapsed) – Cadillac at the top end, followed by Oldsmobile, Buick, Pontiac, and Chevy. We have a similar situation in woodworking tools (also in kitchen appliances) except that in the case of tools, the multi-brand company is more often a case of acquisitions rather than organic development.

Anyway, for those readers interested in the business side of tools, this column, which is a departure from my usual thread, may be of interest.

Stanley Black and Decker

Stanley Black & Decker (SBD) turned heads when it bought Craftsman Tools in 2017 after Sears closed 235 stores in 2015. Dating back to 1843 with a man named Frederick Stanley, the company merged in 2010 with Black and Decker. As of 2017, the company maintains a \$7.5 billion business in tools & storage alone. SBD brands include:

DeWalt	Stanley	Black + Decker	Bostitch	Craftsman
Vidmar	Mac Tools	Irwin	Lenox	Proto
Porter-Cable	Powers Fasteners	Lista	Sidchrome	Englo
USAG				

Techtronic Industries Co Ltd (TTI)

TTI owns Milwaukee Tool and a host of other power tool companies. It also licenses the RIDGID and RYOBI names for cordless power tools (Emerson actually owns RIDGID and makes the red tools). Founded in 1985 in Hong Kong, TTI sells tools all over the world and employs over 22,000 people. TTI had worldwide annual sales of over US\$6 billion in 2017. Their brands include:

Milwaukee	RYOBI	RIDGID (“Orange”)	Empire Level	Hoover
Dirt Devil	Oreck	Stiletto Tools	Hart Tools	Homelife
VAX	AEG			

Chevron

In 2017, Chervon acquired Skil Power Tool Brands from Bosch. This added two big brands to the portfolio: Skilsaw and Skil. Chervon started its power tools business unit in 1993, launching the EGO brand of cordless outdoor power equipment in 2013. In 2018, the company rebranded Skil (including the logo) and announced new 12V and 20V cordless power tools. Chervon brands:

EGO	Skilsaw	Skil	FLEX	Devon
Xtron	Calmdura	Kobalt 24V (for Lowe’s)		

Bosch

Bosch Tools represents only part of the Bosch Group that includes Robert Bosch GmbH and over 350 subsidiaries across 60+ countries. The company designs, manufactures, and sells power tools, rotary and oscillating tools, power tool accessories, laser and optical leveling devices, and range finding tools all over the globe. Bosch brands:

Bosch	Freud	Diablo	Dremel	RotoZip
Vermont American	CST/berger			

JPW Industries – Jet Powermatic Wilton

JPW has its headquarters in La Vergne, Tennessee but also has operations in Switzerland, Germany, Russia, France, Taiwan, and China. Brands include:

Jet	Powermatic	Wilton	Edwards	kPromac
Tool Air	GYS			

APEX Tool Group (ATG)...is a Really Big Group

Apex Tool Group, headquartered in Maryland, employs more than 8,000 workers and operates in more than 30 countries. Annual revenues exceed \$1.4 billion on the sale of hand tools, power tools, and electronics tools for the industrial, automotive, aerospace, and construction/DIY markets. The following belong to APEX Tool Group:

Allen (shut down in 2017)	Apex	Armstrong (shut down in 2017)	Belzer	Campbell
Cleco	Crescent	Dotco	Gearwrench	HKP
Jacobs	Jobox	Lufkin	Master Power	Nicholson
SATA	Weller	Wiss	Xcelite	

Emerson

Headquartered in Missouri, Emerson manufactures products in the industrial, commercial, and residential markets. While TTI licenses the RIDGID name for power tools, Emerson controls the following tools (among others):

Emerson	Greenlee	Insinkerator	Klauke	ProTeam
RIDGID ("Red")	Sensi			

Tooltechnic Systems

Based in Wendlingen, Germany, TTS or Tooltechnic Systems owns Festool (electric and pneumatic tools), Tanos, Narex, Sawstop, and now Shaper Tools.

KKR (Kohlberg Kravis Roberts & Co. L.P.)

KKR, most famous as a private equity firm, acquired Hitachi Koki in 2017. Previously, Hitachi had purchased Metabo. Now, KKR owns the following:

Hikoki (formerly Hitachi Koki)
Metabo HPT (formerly Hitachi Power Tools)
Metabo
Fortive

Positec Group

Positec owns the Rockwell and WORX brands.

Hilti

Hilti is just Hilti

Makita?

Makita is just Makita.

Home Depot and Lowes

House brands may be simple resale of standard products made by others or customized products made by others to the retailer's specifications.

Home Depot House Brands

Husky (Stanley Black & Decker, Western Forge, Apex Tool Group, Iron Bridge Tools, and others)
HDX

Lowe's House Brands

Kobalt Tools (24V power tools made by Chervon)
Blue Hawk (various suppliers)