

StanleyBlack&Decker

FOR THOSE WHO
MAKE THE WORLD™

Since 1843

Celebrating 175 Years of Building and Making The World

Shannon Lapierre

Vice President, Corporate & Brand Communications
Chief Communications Officer

**THE
ANNIVERSARY
FORUM**

 [#anniversaryforum](https://twitter.com/anniversaryforum)

Celebrating 175 Years Of Building And Making The World



StanleyBlack&Decker

For Those Who
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SINCE 1843

Shannon Lapierre
Vice President of Corporate Brand & Communication
Chief Communications Officer

StanleyBlack&Decker



- GTS **\$10.1B**
- SECURITY **\$1.9B**
- INDUSTRIAL **\$2.4B**

60,000
EMPLOYEES
WHO OPERATE
140 FACILITIES
IN **60**
COUNTRIES



EVERY SECOND,
10 STANLEY TOOLS
ARE SOLD AROUND
THE WORLD

WE MAKE
500,000
DIFFERENT TYPES OF PRODUCTS
THAT ARE SOLD IN MORE THAN
200 COUNTRIES

13,000+
REGISTERED AND ACTIVE
GLOBAL PATENTS

500,000
ARE PROTECTED BY OUR
SECURITY SYSTEMS

90% OF ALL NEW
AUTOMOBILES AND
LIGHT TRUCKS USE
OUR FASTENERS



ECOSMART
↓ **20%** REDUCTION GOAL BY 2020
ENERGY CONSUMPTION
WATER CONSUMPTION
WASTE GENERATION
CARBON EMISSIONS

2M+ RTLS REAL-TIME LOCATION SERVICES TAGS DEPLOYED
#2 IN
COMMERCIAL
ELECTRONIC
SECURITY
WORLDWIDE

ACROSS 1,000 HOSPITALS WORLDWIDE

#1 IN INFANT PROTECTION



STANLEY.
Engineered Fastening

STANLEY.
Infrastructure

STANLEY.
Security

STANLEY.
Industrial

STANLEY.
Healthcare

STANLEY.
Access Technologies

STANLEY.
Oil & Gas

StanleyBlack&Decker



#TogetherWeFly



AGENDA

**WHY PURPOSE
UNEARTHING OUR APPROACH
LAUNCHING OUR 175TH
LIVING OUR PURPOSE: EMBODYING OUR
HISTORY**



WHY PURPOSE

**STRATEGIC
RENEWAL**

PURPOSE

**DIALOGUE
AND
GOVERNANCE**

The company was originally founded by Frederick Stanley in 1843 in New Britain, CT,



**INVESTIGATION:
SUMMARY OF “WHO
IS STANLEY BLACK
AND DECKER”**







Our purpose is a North Star to guide the organization through transformation – it serves as both a rallying cry and the glue to bind us together.

- Jim Loree
President and CEO

FOR THOSE WHO MAKE THE WORLD™



FOR THOSE WHO
MAKE THE WORLD™

FLOURISH

PERFORMANCE // INNOVATION // RESPONSIBILITY

FOR THOSE WHO
MAKE THE WORLD™

MORE SUSTAINABLE

StanleyBlack&Decker

WATCH THOMAS' STORY AT [STANLEYBLACKANDECKER.COM](https://www.stanleyblackanddecker.com)

FOR THOSE WHO
MAKE THE WORLD™

THRIVE

CONTINUE
DELIVERING TOP-
QUARTILE FINANCIAL
PERFORMANCE

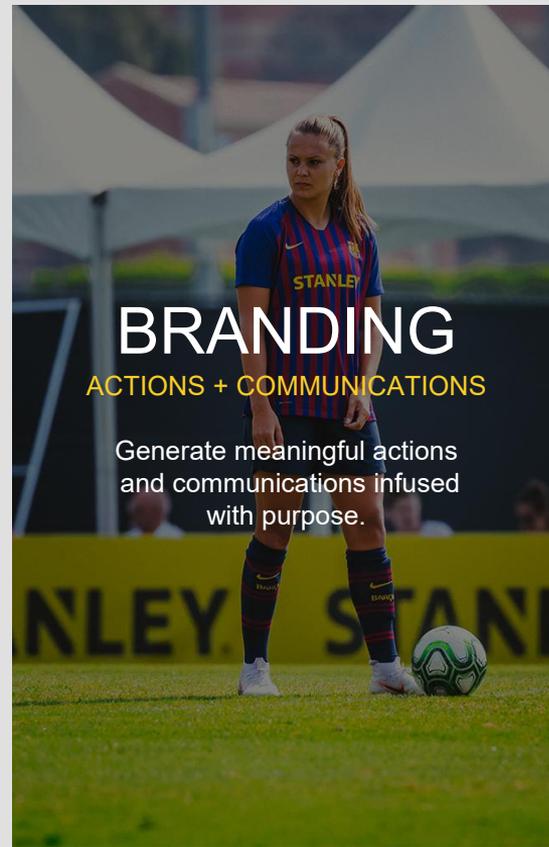
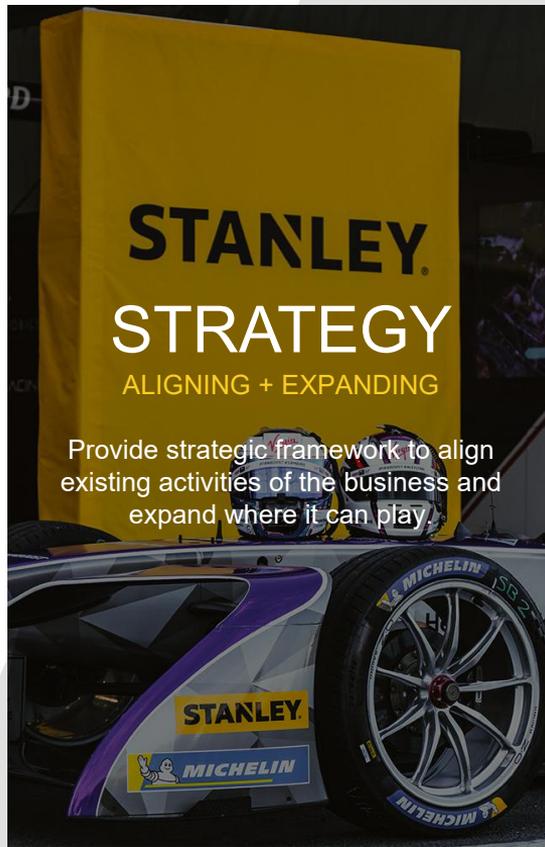
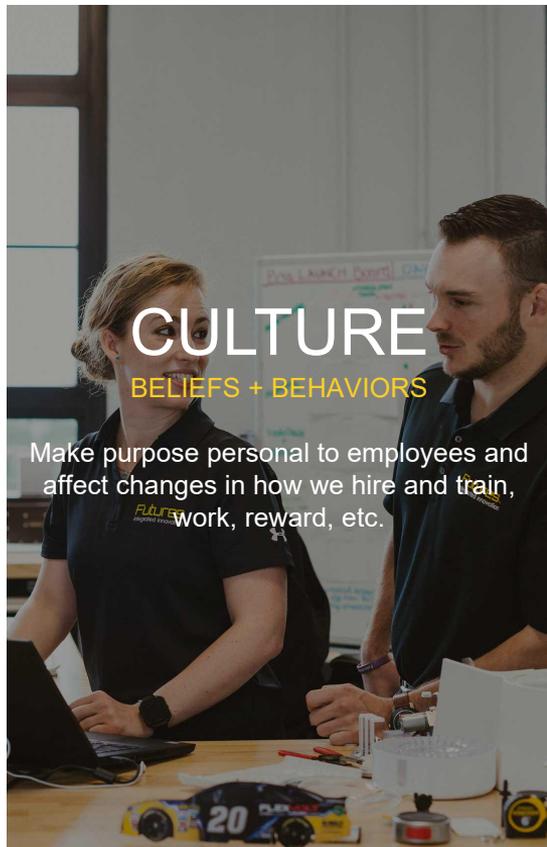
BE RECOGNIZED AS
ONE OF THE
WORLD'S MOST
INNOVATIVE
COMPANIES

ELEVATE OUR
COMMITMENT TO
CORPORATE
SOCIAL
RESPONSIBILITY

ALIGNED
AROUND
OUR
PURPOSE:
FOR
THOSE
WHO
MAKE THE
WORLD™

22/22
VISION

HOW WE PURSUE ACTIVATION





FOR THOSE WHO MAKE THE WORLD

Our Purpose

Open Group

About Discussion Members Files Events More

Search this group

Write Post Add File Create Doc More

Hi, Oli. Write something here...

Add Photo/V... Poll Tag coworkers

PINNED POST

Kristin Tetreault February 8

The people of Stanley Black & Decker... are For Those Who Make The World. #LiveOurPurposeEveryDay



Kyle Gordon September 17 at 8:24 AM

Nice affirmation of our purpose to start the week.

Idea of the Day: The role of modern corporations is changing, says CNBC editor-in-chief Nikhil Deo-gun.

"The most successful value-creating organizations are also thinking about how to be successful in society. The employees and customers of corporations are pushing organizations to look at how they do business, where they do business and what value they create."

ADD MEMBERS Import

Enter name or email address...

SHARE AN INVITATION LINK

https://fb.me/g/ZjkTbdWvf/SHpWqAE4

MEMBERS 32,780 Members



John Wyatt September 20 at 3:11 PM

STANLEY Engineered Fastening - Celebrating Our Commitment to Purpose

Last week marked our second annual Global Week of Service where SEF associates volunteered in their communities to demonstrate our purpose - For Those Who Make The World. From Sept. 10-14, 2018 more than 1,583 associates volunteered their time and talents in a wide variety of activities. The images below highlight some of the volunteer opportunities that were coordinated and executed all over the world.

This year we increased our number of participants by 23% and our number of activities by 20%. Thank you to everyone who participated again this year, we are excited to continue to promote this initiative for years to come! #ForThoseWhoMakeTheWorld #GWOS

2018 Global Week of Service

1,583 Participants 36 Locations

12 Service Activities 14 Communities

20 Projects 339 Hours Donated

3 Food Banks Visited 6 Community Clean-Up Projects

3 Fully Filled Spigots 1 Used Home Appliance

3 Insects Released 24 Bikes Accepted & Donated

STA



Edgar Carrera is with Shannon Lapierre and 28 others at EDAYO Cuautitlán México.

September 24 at 5:29 PM · Cuautitlán Izcalli, Mexico

Bringing Our Purpose to Life in México

As part of the actions we are implementing in México to bring to life our purpose, we have the project where we are working with the EDAYO (Escuela de Artes y Oficios) = (Arts & Craftsmanship School) & where we are empowering our tradesman through train them on the Safe Use, Maintenance & Repair of Tools.

This project was born as part of the strategy we have in México in terms of Bring to Life Our Purpose & aligned with the Corporate So... See More



Jared Starkweather

September 18 at 3:22 PM

STANLEY Oil & Gas Employee Spotlight

Gil Bruce - Mechanical Assembler

Our second #PurposeSpotlight is Gil Bruce. Gil has worked at STANLEY Oil & Gas for 10 years.

A few weeks ago, CRC-Evans sponsored the City Lights Foundation's event Night Light Tulsa, a program designed to serve the homeless in our community. Gil has taken the initiative to go every week since. During his time there, Gil noticed several ways that we can continue to contribute to this worthy organization.

Due to...

See More

STANLEY Oil & Gas PURPOSE SPOTLIGHT FOR THOSE WHO MAKE THE WORLD SECURE



GIL BRUCE MECHANICAL ASSEMBLER



Shannon Lapierre shared a link.

September 14 at 9:13 AM

Nice mention of Stanley Black & Decker's purpose in this Forbes article on rediscovering purpose.

"But brand purpose isn't just for progressive or exclusively consumer brands. In a world where manufacturing and making things has become part of the news cycle, Stanley Black & Decker asserts that it stands for "Those Who Make the World." And if the executives at Apple ever find themselves questioning what business their now trillion-dollar company is actually in—Steve Jobs may h... See More



Miroslava Humlova shared a post.

September 18 at 12:01 PM

Our employees did ourselves recruitment campaign, in their free days, for free! Why? Because they are proud of our purpose, they are proud of DeWALT, they are proud of Stanley Black & Decker!



+18

CULTURE

A GLOBAL MOVEMENT THAT BRINGS US TOGETHER





UNEARTHING OUR APPROACH

APPROACH

**BREAK
IT**



The 175th Anniversary

INTERNAL

PURPOSE175

Times Change. Our Purpose Hasn't.

EXTERNAL

For Those Who Make The World.

Since 1843.

To structure anniversary storytelling,
we adapt the **3 SBD Purpose
Strategic Themes** and tether them to
powerful historical currents.

RESPONSIBILITY¹⁷⁵

INNOVATION¹⁷⁵

PERFORMANCE¹⁷⁵

HOPE



PIIONEER



ENDEAVOR



INNOVATION175

Circa 1853

"As settlers moved westward, Stanley was the name of the hardware that went with them."



1914

The writing on the side of Nels J. Nelson's Airplane No. 7 says it all: "WAS BUILT WITH STANLEY TOOLS."



1960s

Mac Tools was founded in 1938 by seven men with the common goal to manufacture the finest tools for automobile repair.



RESPONSIBILITY175

1843

The founder of Stanley Black & Decker believed so much in helping his community he became mayor of New Britain.



1981

"I promise that each of you can go to college." And the founder of Stanley Black & Decker's Heli-Coil delivered.



2017

Investing millions in facilities and communities all around the world. For example, \$29 million in Jackson, Tennessee.



PERFORMANCE175

1920

Women were marching for rights and working the assembly line at Black & Decker.



1942

When the RAF needed performance tools, the founder of Avdel demonstrated personally.



1984

When Lady Liberty needed a refresh, America relied on the performance of B&D power tools.



The 175th Anniversary

INTERNAL

EXTERNAL

PURPOSE175

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Since 1843.

RESPONSIBILITY175

INNOVATION175

PERFORMANCE175

HOPE



PIONEER



ENDEAVOR



THE TOY THAT IS
New
every day of the year



STANLO NO. 2
 Plenty of colored STANLO
 parts to build many interest-
 ing models.
 There are real STANLO
 sets from \$1.00 to \$13.00

STANLO is the answer to the toy
 that never grows old—never loses its
 interest. The day after Christmas—a month
 after—a year after—STANLO, the Master
 Building Toy is still NEW.

Always new, fascinating models to build—
 real finished models too. Made of Steel in
 Bright Colors—now set with Electric Lights
 and larger sets have powerful Electric Motors.

There is no age limit to STANLO. There are small
 sets for the little folks. Larger sets for the boy who
 wants to build bigger models. And
 master sets, complete with powerful
 motors for the young engineer.

Send for beautifully cat-
 alogued structure. Address
 STANLO, Dept. E,
 New Britain, Conn.



Steel-Color-Lights-Plus **POWER**
STANLO
 THE MASTER BUILDING TOY
 [PATENT APPLIED FOR]

It is rooted in the depression
 years of the early 1930s. True to
 its Purpose, instead of laying off
 workers, Stanley innovated to
**keep plants open and
 machinery running.**

The company began creating
 the STANLO construction sets.



LAUNCH

MAKERS SPACE

Stanley Black & Decker

StanleyBlack&Decker

175th

ANNIVERSARY GALA

CELEBRATING THE TOOLS THAT BUILT AMERICA

FRIDAY | JUNE 16 | 2017 | HARTFORD MARRIOTT DOWNTOWN

cptv



Purpose175: Celebrate and Share

Times Change. Our Purpose Hasn't.

For 175 years our company has grown, transformed and revolutionized — and responsibility, innovation and performance have always driven our success. Learn how each of these elements have been part of shaping the world through these [historic timelines](#) on our special [175th Anniversary](#) website.

Help Us Piece it Together: Submit a Picture Now

Our employees are the building blocks of our company. Over the next several months, we will piece together a mosaic comprised of individual employee pictures — that's where you come in. We're asking you to share a picture from your desk, plant floor or service center, and watch the picture "come to life" in full color with moments from around the world.

[Submit a picture now!](#)

Find Celebration Resources

You will also find materials on the site to bring our [anniversary](#) to life. From our [175th Brand Standards](#), logos, design templates and print assets – there is plenty here to celebrate locally in your region or business. [#Purpose175](#) [#since1843](#)

StanleyBlack&Decker

WHY PURPOSE OUR PURPOSE FOUR PILLARS THE BACKSTORY ACTIVATION TOOLKIT 175TH ANNIVERSARY

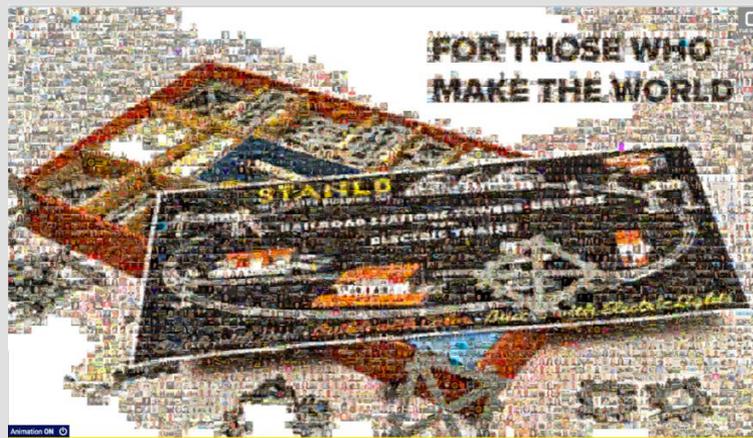
AT STANLEY BLACK & DECKER,

**TIMES CHANGE.
OUR PURPOSE HASN'T.**



BRING OUR HISTORY TO LIFE

VIEW PICTURE MOSAIC



Animation ON



Purpose175

For Those Who
Make The World™
SINCE 1843

TIMES CHANGE.
OUR PURPOSE HASN'T.

StanleyBlack&Decker



Performance175

175 YEARS OF
CUTTING THROUGH
CHALLENGES,
ACHIEVEMENT
AND SUCCESS.

TIMES CHANGE.
OUR PURPOSE HASN'T.

StanleyBlack&Decker



Responsibility175

175 YEARS OF
SUPPORTING
COMMUNITIES
AND BUILDING A
DIVERSE AND
INCLUSIVE
CULTURE.

TIMES CHANGE.
OUR PURPOSE HASN'T.

StanleyBlack&Decker



Innovation175

175 YEARS OF
PIONEERING
TECHNOLOGY AND
BREAKTHROUGH
INNOVATION.

TIMES CHANGE.
OUR PURPOSE HASN'T.

StanleyBlack&Decker



Stanley Black & Decker @StanleyBlkDeckr · 30 Aug 2018

Did you know we developed a hammer drill designed specifically to cut through the lunar surface? From the space program to your home, we've been helping makers, creators & protectors for 175 years. More: bit.ly/2KZGZuj
#StanleyBlackAndDecker175 #ForThoseWhoMakeTheWorld



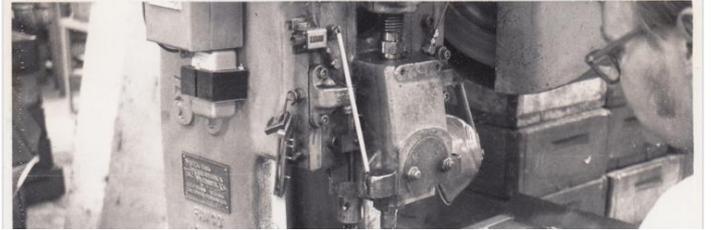
Stanley Black & Decker July 18, 2018

Everyday challenges aren't always on earth. In the mid 1960s we helped BLACK+DECKER to develop a zero-impact wrench that works in zero gravity - without spinning the astronaut. From projects to the space program, we've been helping the makers, creators and protectors for the last 175 years. Learn more: <http://bit.ly/2KZGZuj> #StanleyBlackAndDecker175



Innovative solutions you can trust to get the job done - and we have for over 175 years. Find out more: <http://bit.ly/2KZGZuj>

#StanleyBlackAndDecker175



August 23, 2018

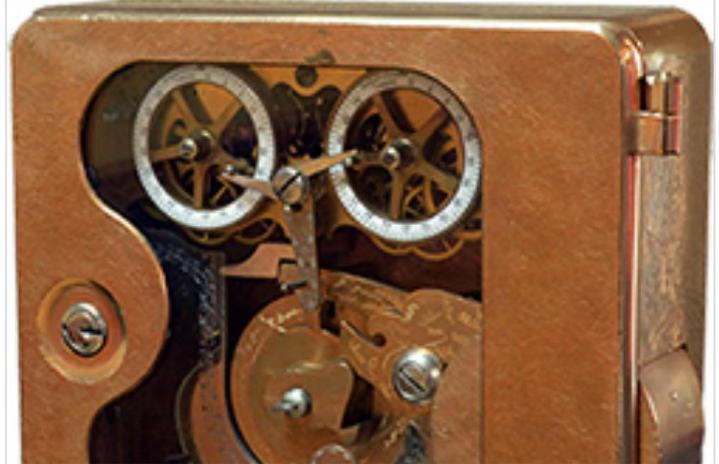
Our inventions have always been timely! Did you know that Sargent & Greenleaf - a STANLEY Security brand - designed and patented the first Time Lock for bank vaults in 1873, using parts from locks and two 8-day kitchen clocks? Learn more about our history at: <http://bit.ly/2KZGZuj> #StanleyBlackAndDecker175

Stanley Black & Decker @StanleyBlkDeckr · 11 Jul 2018

Made to measure... In 1931, #STANLEY introduced the coillable steel tape - known as the Farrand Rapid Rule - which was much easier to use than folding wooden rulers. #StanleyBlackAndDecker175



tools, such as chisels and punches. Learn more about our history > bit.ly/2KZGZuj #StanleyBlackAndDecker175





Company News to SBD Headlines

May 14, 2018 · 🌐



Kicking Off [175th](#) Celebration Season

President & CEO [Jim Loree](#) reflects on the significance of Stanley Black & Decker's [175th anniversary](#), the opportunity to ring the opening bell at the New York Stock Exchange on May 15 (tomorrow!), and why he's excited for our company's future. [#Purpose175](#)



358

12 Comments 4 Shares

STANLEY

175TH ANNIVERSARY



#BuiltWithSTANLEY



STANLEY – from a small cutting board to an entire house. We've achieved this milestone without the customers who use our products day in and day out," said Lee McChesney, CEO of STAS. "We pride oursel...

BUILT WITH
STANLEY
175TH ANNIVERSARY



#BuiltWithSTANLEY

Old or new, share your proudest projects and the stories behind them.

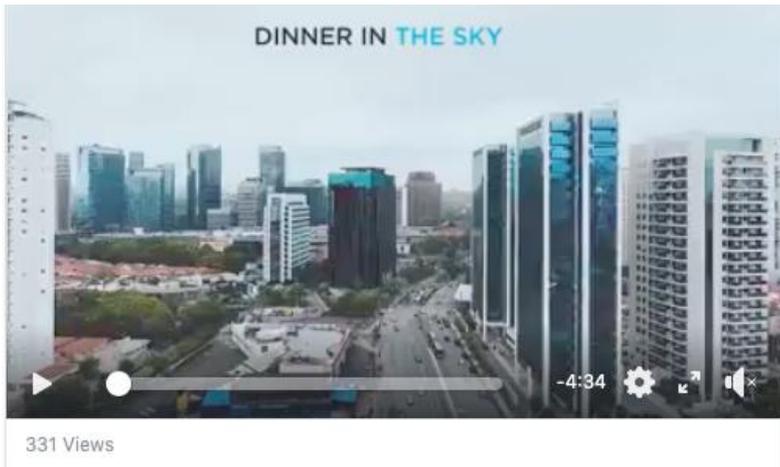
BUILT WITH
STANLEY
175TH ANNIVERSARY



#BuiltWithSTANLEY

BRAND STORIES





Stanley Black & Decker México Start The Celebration of 175 Years

As part of the celebration of the 175 Years of the Company, we opened in México the celebration time last Friday 13th, which was a special day because not only we started the celebration time for the company, considering that we are reaching 175 Years of existence Globally, but also, we delivered in México 38 Months in a Row delivering our commitments with the corporation in terms of OM, WCT & Sales.

The celeb... [See More](#)





Eric Min to Our History

April 16, 2018 · 🌍



I will tell you a story, my story, a true story.

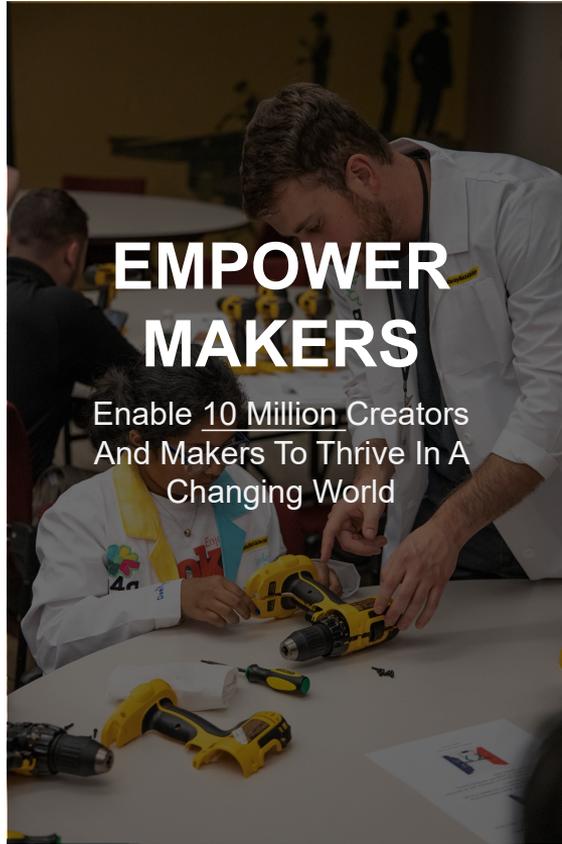
The day I was born my father went to the hospital to meet with my mother. He didn't know I was born that day. On the way to the hospital he bought a Facom adjustable wrench he needed and brought it to the hospital. He arrived at the hospital with a tool instead of flowers ... crazy! The family took a polaroid picture of me with that wrench as a funny moment. When I was 10 years old, I moved with my parents in a new house located in Morangis, France, only 0.5 miles away from the Facom HQ. In 1985, while I was at the primary school, I had the opportunity to visit the Facom HQ for the first time in my life. From that day, my dream was to work for Facom. I was looking at the Facom HQ from the window all along my secondary school. I've been hired in 1999, my first job, 0.5 miles away from home. This is where I'm still working today 32 years after my first visit.

The day my first son was born, Ethan, I took a picture of him with a Facom wrench like my father did 37 years before. When my second son was born, Nolan, I did it again. It's a tradition in my family!

My professional life is dedicated to Facom and SBD since the day I was born and you can't imagine how proud I am to be part of the company STORY ...

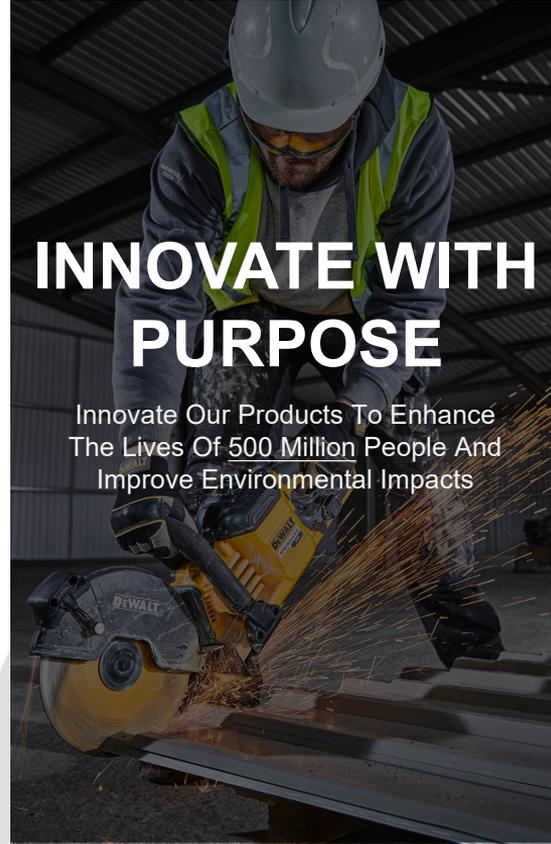
OUR 2030 CSR STRATEGY

“INSPIRING MAKERS AND INNOVATORS TO CREATE A MORE SUSTAINABLE WORLD”



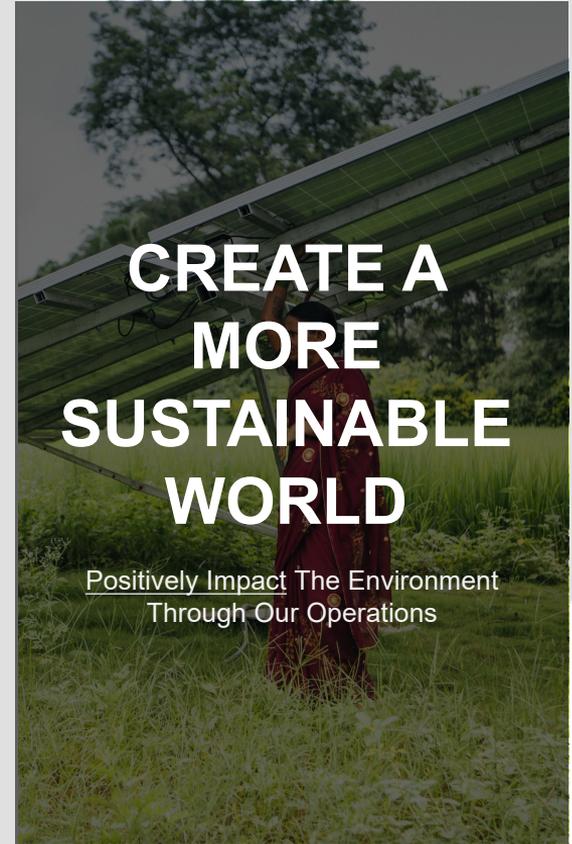
EMPOWER MAKERS

Enable 10 Million Creators
And Makers To Thrive In A
Changing World



INNOVATE WITH PURPOSE

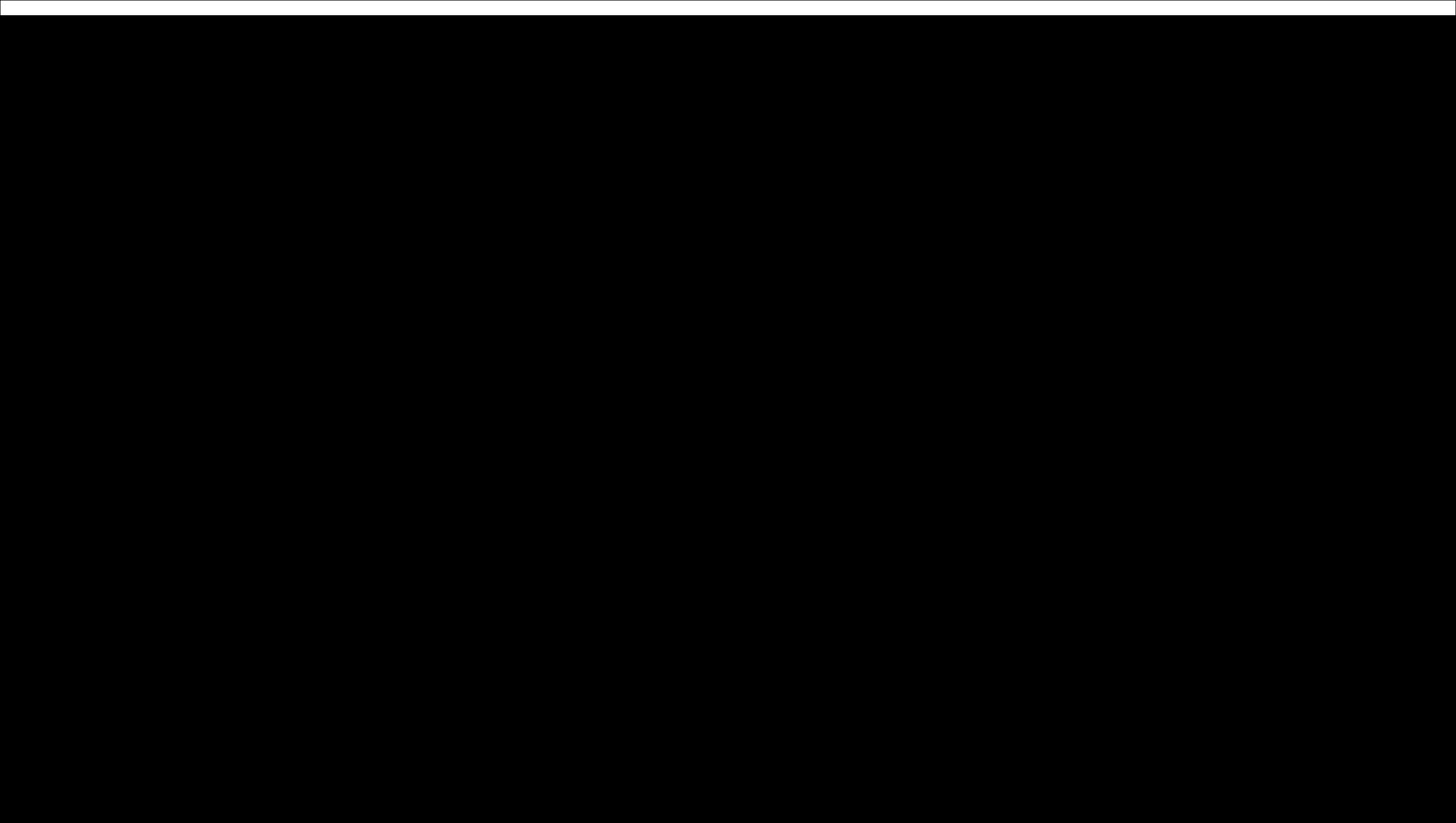
Innovate Our Products To Enhance
The Lives Of 500 Million People And
Improve Environmental Impacts



CREATE A MORE SUSTAINABLE WORLD

Positively Impact The Environment
Through Our Operations







(SWK)
**STANLEY
BLACK & DECKER**
142.49
-0.97 **[-0.68%]**



**SQUAWK ON
THE STREET**

RUSS 2K **1,594.46** | **VIX** **14.06** | **DJ TRANSP.** **10,595.15** **CNBC** 3:14p | LONDON

75 ▼ 5.35 **U.S. Natural Gas Fund (UNG)** 23.27 ▲ 0.14 **ResMed Inc**

Netease.com (NTES) 266.84 ▼ 2.71 **Enstar Group (ESGR)** 208.0 **DOW** -184.05
24,715.36 -0.74%

A group of five people (three women and two men) are smiling and posing for a photo. The image is overlaid with a large, faint, yellow-outlined watermark of the word 'HISTORY'. The background is a warm, yellowish-gold color.

**LIVING OUR PURPOSE:
EMBODYING OUR HISTORY**

MAKER

• OCTOBER 2018 •

MONTH

StanleyBlack&Decker

A group of four students are gathered around a wooden table outdoors, focused on a project. They are wearing safety glasses and using tools like screwdrivers and pliers. The table is cluttered with various supplies, including a yellow power drill, a hammer, a container of pens, and a small wooden car chassis. In the background, a crowd of people and a yellow car are visible, suggesting a public event or fair. A semi-transparent white box with text is overlaid on the center of the image.

INNOVATION GENERATION

Making an Impact



HELPING THOSE WHO

StanleyBlack&Decker

175

Years

SINCE 1843

MAKE THE WORLD

THE ANNIVERSARY FORUM

Presented by: Anniversary University®

 [#anniversaryforum](https://twitter.com/anniversaryforum)