

## Britool- 100 years of history



From the very early stages of its life, Britool has been synonymous with good quality, reliable and innovative products. With roots dating back to the 18th century providing pots and pans to the British Army in the Napoleonic wars, the British Tool and Engineering Company was founded in 1908 who later went onto to become Britool.

Britool built on these foundations and from its headquarters in the manufacturing heartland of Britain, the

West Midlands, created the bi-hexagon socket, forging its reputation as a market leader. Such innovation led to them being the main supplier of hand tools to the British and commonwealth armed forces during the Second World War.

Britool supplied over 200 million wrenches, sockets and accessories to the armed forces. They became renowned as a quality tool manufacturer essential to the British war effort even becoming a target for the Luftwaffe bomber crews; such was their contribution to victory

The quality of Britool's service did not go unnoticed. Returning servicemen who recognised the tools from the war demanded Britool products from their distributors, making these the tools used to rebuild infrastructure and kick-start post Second World War Britain.



***During the second world war Britool supplied over two hundred million hand tools to the armed services***

During the 1960's Britool continued to pioneer, introducing the classic torque wrench, the only one of its kind on the market. This huge innovation went on to become the industry standard and is in many ways still superior to alternative designs available today, making these products the benchmark for advancements within the automotive and manufacturing industries.

***Look out for limited edition tools later this year celebrating our 100th birthday in style.***

Over the next 20 years Britool went from strength to strength and continued to develop its range of tool offerings, expanding from wrenches and socketry to a wider range of merchandise. With competition increasing and new manufacturers coming onto the market, Britool had to fight to maintain its place as the market leader.

The history and knowledge that had built Britool came into full force, and they were able to build on their reputation as quality tool manufacturers who withstood the test of time. As a company they were no longer just synonymous with quality, but also with an in depth knowledge of industry and the requirements of professionals.

The company continues to trade on these same strong principles: a profound understanding of the market and a dedication to meet the demands of professional tool users. This has ensured that the products Britool manufacture continue to be the tool of choice saving users time and energy, and providing the highest level of quality.

Today with other seemingly similar products available on the market it is becoming increasingly difficult for professional users to make informed buying decisions. Britool stands out from the crowd as its reputation means professional users know they are buying tools which are going to last and make their jobs easier.

Alongside the need to provide quality tools at the right price and to expand its tool range, Britool recognises the importance of not resting on its laurels and continues to develop its existing and new ranges. In the next 100 years Britool will continue to expand its product offering as well as ensuring the current products maintain the high standards Britool customers have come to expect.

