

brands overview

exceptional brands

TTI continues to build a robust portfolio of leading global brands in targeted categories. Our powerful brands have captured the imagination and loyalty of end users. Whether it is a homeowner with a Dirt Devil vacuum or a professional contractor with the new Milwaukee V28™ line of tools, they know they can trust TTI brands to deliver superior quality, breakthrough innovation and lasting affordable value.





NOTHING BUT HEAVY DUTY

- The Milwaukee Electric Tool name is synonymous in the trades with “Nothing but Heavy Duty” products.
- Founded in the United States in 1924, Milwaukee Electric Tool Corporation manufactures and markets heavy duty, portable electric power tools and accessories, and is an industry leader in providing excellence in quality, performance, innovation and value to professional contractors and industry worldwide.
- TTI completed its acquisition of Milwaukee Electric Tool Corporation in January 2005.

AEG

ELECTRIC TOOLS

GERMAN TECHNOLOGY[®] FOR PROFESSIONALS

- Today's serious professionals turn to AEG Electric Tools for a complete, finely tuned generation of solutions.
- Founded in Germany in 1887, and manufacturing its first electric tools in 1893, AEG today provides 100 different tool types and 2,500 accessories.
- TTI completed its acquisition of AEG Electric Tools in January 2005.

exceptional performance

TTI is committed to adding depth and breadth to its leading brand categories. Innovation is a core strategy in our company and is driven by extensive market research and a dedication to providing the best solution for any challenge faced by the end user.

Our expectation for our products to deliver higher performance in the field drives higher performance throughout our organization.

brands overview



Homelite®

Simply Reliable.™

- The Homelite brand originated in the 1920s in the United States. Throughout the years, Homelite has delivered many innovative products to homeowners.
- Homelite serves the consumer with innovative products using gasoline engines that meet even the toughest emissions standards.
- TTI acquired Homelite in 2001.

RYOBI®

Pro Features, Affordable Prices.™

- Ryobi is the brand of choice for homeowners, woodworkers, gardening enthusiasts, hobbyists, craftspeople, upscale DIY'ers and remodelers.
- One of the world's largest and most innovative power tool and outdoor power equipment brands, Ryobi specializes in making power tools with pro features at affordable prices.
- TTI markets the Ryobi brand for both power tools and outdoor power equipment in North America, Europe and Australasia.





REGINA.

- The Regina floor care brand originated nearly a century ago when the market for electric floor cleaners first developed.
- Regina became part of the TTI portfolio with the acquisition of Royal Appliance Mfg. Co. in 2003.



Cleaning Power You Can See

- Our premium floorcare brand.
- Vax stands for outstanding quality, durability, and performance.
- Incorporating patented technology, Vax has created state-of-the-art products used in homes all over the world.
- TTI acquired the Vax brand in 1999.



ROYAL®

The First Name in Floor Care

- With models dating back to 1905, Royal is the world's oldest vacuum cleaner manufacturing company and in 2005 celebrates 100 years of innovation and success.
- Royal distributes floor care products to over 1,700 independent dealers in North America.
- Acquired by TTI in 2003, the Royal brand has a solid market presence in North America and Europe.



Nothing Escapes the Power of a Dirt Devil

- A household name and a trusted, leading brand in North America and Europe with tremendous end user loyalty.
- A history of new-to-market product innovation including the patented bag-less filtration technology.
- Dirt Devil became part of the TTI portfolio with the acquisition of Royal Appliance Mfg. Co. in 2003.

