

BRANDS OVERVIEW

Power Tools and Accessories



- Founded in the United States in 1924, Milwaukee® 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. Milwaukee® is synonymous in the trades with “Nothing but Heavy Duty” products.



- AEG®, founded in Germany in 1887, and manufacturing its first electric tools in 1893, offers a complete, finely tuned generation of power tool solutions for today’s serious professionals.



- Ryobi® is the brand of choice for homeowners, woodworkers, gardening enthusiasts, hobbyists, craftspeople, upscale DIY’ers and remodelers. Under the Ryobi® brand, we offer a comprehensive line of power tools with “Pro Features. Affordable Prices.™”

Leading brands are more valuable than ever. The Group is driving this leading brand strategy in all of its divisions. TTI's powerful brands have captured the imagination and loyalty of end users, delivering superior quality, breakthrough innovation and lasting affordable value.

Outdoor Power Equipment



- Besides power tools, Ryobi® branded outdoor product line, highly featured, provides a clear trade-up proposition and a compelling value advantage over our competition. Ryobi® brand enjoys positive consumer acceptance and loyalty as a trusted outdoor power equipment brand in North America and Europe.
- The Homelite® brand originated in the 1920's in the United States. Throughout the years, Homelite® has delivered many innovative products to homeowners. From chainsaws to outdoor blowers, the full line of Homelite® products satisfies the needs of the end users.

Floor Care Appliances



- 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.
- Dirt Devil®, a household name, is a trusted and leading brand in North America and Europe with tremendous end user loyalty.
- Vax® stands for outstanding quality, durability, and performance. In the UK and Australia, Vax® is a leading brand and preferred partner to the high volume retailers for floor care products.
- The Regina® floor care brand originated nearly a century ago when the market for electric floor cleaners first developed.