

is craftsman still in business

is craftsman still in business is a question that many tool enthusiasts and DIY aficionados have been asking in recent years. Craftsman, a brand steeped in a rich history of quality tools and equipment, has undergone significant changes, especially since its acquisition by Stanley Black & Decker. This article will delve into the current status of Craftsman, exploring its history, product offerings, and market presence. Additionally, we will look into customer perceptions and the brand's future. By the end of this article, readers will have a clear understanding of whether Craftsman is still a viable choice for their tool needs.

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History of Craftsman

Craftsman was founded in 1927 by the Sears, Roebuck and Company, and it quickly became synonymous with high-quality tools. The brand was celebrated for its lifetime warranty, which assured customers of the durability and reliability of its products. Over the decades, Craftsman expanded its range to include not only hand tools but also power tools, lawn care equipment, and automotive tools. The brand's reputation for excellence made it a household name among both professionals and DIY enthusiasts alike.

In 2017, Craftsman was acquired by Stanley Black & Decker as part of a strategic move to revitalize the brand and expand its market reach. This acquisition marked a new chapter for Craftsman, as it was integrated into the broader Stanley Black & Decker portfolio, alongside other well-known brands in the tool industry.

Current Status of Craftsman

As of now, Craftsman is very much in business and actively producing a wide range of tools and equipment. Following the acquisition by Stanley Black & Decker, the brand has seen a resurgence in popularity, with new product lines and updates to existing tools. The company has leveraged its strong heritage while also modernizing its offerings to meet the needs of today's consumers.

Craftsman products are now widely available in various retail settings, including major home improvement stores and online platforms. This accessibility has played a pivotal role in maintaining the brand's relevance in a competitive market.

Craftsman Product Offerings

Craftsman continues to offer a diverse array of products catering to both professional tradespeople and DIYers. The current product lineup includes:

- **Hand Tools:** Wrenches, screwdrivers, pliers, and tape measures.
- **Power Tools:** Drills, saws, and grinders.
- **Lawn and Garden Equipment:** Lawn mowers, trimmers, and blowers.
- **Automotive Tools:** Socket sets, jacks, and diagnostic tools.
- **Storage Solutions:** Toolboxes, tool chests, and organizers.

The introduction of cordless power tools and battery-operated equipment has helped Craftsman stay competitive against other leading brands. The tools are designed for both efficiency and ease of use, making them suitable for a wide range of applications.

Market Presence and Competition

The tool industry is highly competitive, with several prominent brands vying for market share. Craftsman competes with brands like DeWalt, Milwaukee, and Ryobi, each known for their innovation and quality.

Despite this competition, Craftsman has carved out a significant niche due to its legacy and brand loyalty.

Craftsman's strategy post-acquisition has focused on expanding its product reach and improving its brand positioning. By enhancing the quality of its tools and introducing new technologies, Craftsman aims to attract a younger audience while retaining its traditional customer base.

Customer Perceptions

Customer perceptions of Craftsman have evolved with the brand's changes. Many long-time users appreciate the continuity of quality and the lifetime warranty that Craftsman continues to offer. Recent customers often cite the brand's reputation for reliability and value as key reasons for their purchases.

However, some consumers have expressed concerns about the changes in manufacturing practices and the quality of some newer products compared to the older models. It is important for potential buyers to review product specifications and customer reviews to ensure they are making informed decisions.

Future of Craftsman

The future of Craftsman looks promising as the brand continues to innovate and adapt to market trends. With a renewed focus on professional-grade tools and the incorporation of smart technology, Craftsman is poised to attract both new customers and retain existing ones. The brand's commitment to quality and customer satisfaction remains a core aspect of its identity.

Stanley Black & Decker's investment in Craftsman suggests a long-term strategy aimed at revitalizing the brand. Expanding product lines and enhancing marketing efforts are likely to keep Craftsman in the spotlight as a relevant player in the tool industry.

Conclusion

In summary, Craftsman is indeed still in business and continues to thrive in the competitive world of tools and equipment. With a rich history, a diverse product offering, and a commitment to quality, the brand is well-positioned for future growth. As consumers seek reliable and innovative tools, Craftsman remains a viable choice, combining tradition with modern advancements. Whether you are a professional or a casual DIY enthusiast, Craftsman tools can provide the performance and durability you need.

Q: Is Craftsman still a reputable brand?

A: Yes, Craftsman retains a strong reputation for quality tools and equipment, bolstered by its long history and commitment to customer satisfaction.

Q: Where can I buy Craftsman tools?

A: Craftsman tools are widely available in major home improvement stores, online retailers, and through specialized tool distributors.

Q: What types of tools does Craftsman sell?

A: Craftsman offers a wide range of products, including hand tools, power tools, lawn and garden equipment, automotive tools, and storage solutions.

Q: Has Craftsman changed its warranty policy?

A: Craftsman continues to offer a lifetime warranty on many of its hand tools, maintaining its commitment to quality and customer assurance.

Q: Are Craftsman tools good for professionals?

A: Yes, Craftsman tools are designed for both professionals and DIY enthusiasts, with many products meeting the demands of professional use.

Q: What is the future of Craftsman?

A: Craftsman is expected to continue innovating and expanding its product offerings, focusing on quality and technology to remain competitive in the market.

Q: How does Craftsman compare to other tool brands?

A: Craftsman competes effectively with other major brands like DeWalt and Milwaukee, offering a combination of quality, value, and a legacy of reliability.

Q: Are Craftsman power tools still made in the USA?

A: While some Craftsman tools are manufactured in the USA, many products are produced overseas. It is advisable to check individual product labels for specific manufacturing information.

Q: Can I still find older Craftsman tools?

A: Yes, older Craftsman tools can often be found at garage sales, online marketplaces, and second-hand stores, as well as through collector groups.

Q: What should I consider when buying Craftsman tools?

A: When purchasing Craftsman tools, consider the specific type of tool you need, the warranty offered, customer reviews, and whether the tool meets your particular requirements.

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