



Nothing but **HEAVY DUTY**.™

**EMBARGO UNTIL –
AUGUST 2017**



Milwaukee® Introduces NEW Work Gear Range

Milwaukee Tool is launching a new line of Work Gear designed to outperform and outlast traditional workwear in demanding jobsite environments and extreme weather.

UTILISING GRIDIRON™ RIPSTOP POLYESTER TO DELIVER SUPERIOR DURABILITY WITHOUT THE BULK OF COTTON DUCK, THE GRIDIRON™ HOODED JACKET AND THE GRIDIRON™ TRADESMAN JACKET REDEFINE EXPECTATIONS OF JOBSITE TOUGH, INSULATED WORK WEAR, THE WORKSKIN™ SWEATSHIRT COMBINES WEATHER RESISTANCE WITH COMFORT TO IMPROVE UPON THE MOST COMMON LAYERING PIECE USED BY TRADESMEN.

“At Milwaukee®, we always start with extensive jobsite research to become experts on the trades. After years of working with tradesmen in cold weather, we saw multiple reoccurring issues and expanded our research focus to understand dress patterns, layering trends, and the most common pieces of apparel on the jobsite. The insights gathered from this research are the defining factors of the ground-up product designs we’re launching in



“
Combination of heavy duty construction and performance materials provide users all-day comfort and durability in even the toughest jobsite conditions. ”

For further information please contact:
David Hawkins – Digital Marketing Manager
Tel: +44 (0) 1628 894511 Email: david.hawkins@tti-emea.com

milwaukeetool.eu



Nothing but **HEAVY DUTY**.™

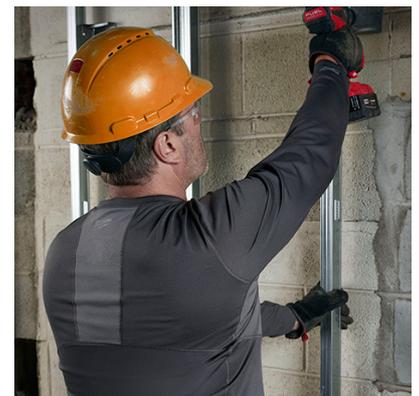
2017,” said Sendi Spoljaric, Group Product Manager for Milwaukee Tool. “The introduction of our Work Gear line reflects Milwaukee®’s continued focus on providing trade-focused solutions. For decades, tradesmen have been forced to choose between durability and mobility. Milwaukee® is committed to delivering products that outlast traditional work gear and make it easy for tradesmen to move and stay comfortable while working.”

The Milwaukee® GRIDIRON™ Hooded Jacket and Tradesman Jacket are built for tradesmen who need insulated Work Gear that survives the jobsite without adding bulk and restricting their ability to work. GRIDIRON™ Ripstop Polyester reinforces high-wear areas and is 3X more durable than 340 g cotton duck against abrasion and tearing while accounting for 25% less bulk. Large riveted and reinforced utility pockets and a tarnish-resistant metal zipper provide additional durable enhancements to prevent common product failures. Engineered to maximise productivity, the jackets are made to move with FREEFLEX™ stretch panels across the back, articulated elbows, and lighter materials in areas that require mobility.



“As athletic base layer materials have become more popular, they have failed to address the durability needs of work environments. With the launch of the new WorkSkin™ Base Layer we’ve focused on bringing this level of performance materials and extended life to meet the needs of the professional tradesman. By understanding how our users work in cold weather better than anyone else, we’ve developed a performance base layer for the professional tradesman – a first in our industry,” said Sendi.

The Milwaukee® WorkSkin™ cold weather Base Layer is constructed to handle the demands of hard work in cold conditions. Unlike cotton options, the new Base Layer features fast wicking sweat zones underneath the arms and across the upper back move moisture away quickly from high-sweat areas to avoid dampness, cold and freezing. Unlike base layers designed for athletic use, its durable fabric resists pilling and fighting odor to extend product life. When worn next-to-skin and under outer layers, WorkSkin™ manages moisture and body temperature to help tradesmen work dry, stay warm and stay comfortable in the cold – all while standing up to the demands of the jobsite.





Nothing but **HEAVY DUTY**.™

Whether on or off the jobsite, Milwaukee®'s Heavy Duty Work Gear provides users the durability and comfort they need without sacrificing jobsite productivity.

Available in the range

- Milwaukee® Hooded Jacket (WGJHBL)
Available in sizes from S to 2XL
- Milwaukee® Tradesman Jacket (WGJCBL)
Available in sizes from S to 2XL
- WorkSkin™ Base Layer (CWBLM)
Available in sizes from S to 2XL

To find out more about the Work Gear, see video footage of it in action or find your nearest store, please visit www.milwaukeetool.eu

NOTES TO EDITORS

Milwaukee® Tool is an industry-leading manufacturer of heavy-duty power tools, accessories and hand tools for professional users worldwide. Since the company began in 1924, Milwaukee® Tool has led the industry in both durability and performance. With an unwavering commitment to the trades, Milwaukee® continues to lead with a focus on providing innovative, trade-specific solutions.

MILWAUKEE® QUALITY

Quality is our highest priority. Starting with an understanding of the professional power tool user's needs, quality is shaped through the design of superior products, components and processes and is extended through the use of high-grade materials, supplies and stringent in-house/field testing.

The process is completed with the delivery of heavy-duty power tools and accessories that professional users need and demand. Quality has built Milwaukee®'s reputation since 1924, and continues to be the driving force behind its growth.