

## HISTORY

American history books will forever remind us that 1918 was the year the Armistice was signed, signaling the end of World War I. Similarly, in 1918, the world of power tools changed. This is the story of how and why.

### THE BEGINNING

As World War I drew to a close, Henry Ford approached a young manufacturer named A.H. Petersen with a simple product request. Petersen had been producing tools and dies for Ford for a number of years. The request was for Petersen to produce a smaller, lighter, portable 1/4" capacity power drill.

Petersen seized the opportunity to provide Ford with the tool he was looking for, and created the "Hole-Shooter," a five-pound drill with a series type Westinghouse motor that could stand up against the same forces imposed on an electric drill designed for heavy work loads.

Ford enthusiastically approved of the new "Hole-Shooter." Previous models of two-handed drills were heavy and cumbersome tools only the strongest mechanics could operate productively. The Hole-Shooter was the tool industry's first, lightweight, one-handed drill capable of handling heavy-duty workloads.

In 1922, A. F. Siebert joined Petersen, and the two formed the A.H. Petersen Company. In 1923, a devastating plant fire struck their facility. Unable to overcome that setback and the recession that followed, the A.H. Petersen Company closed its doors. Bought at auction in 1924, with the intention to fully develop the sales potential of the "Hole-Shooter," A. F. Siebert began the Milwaukee Electric Tool Corporation.



### THE EARLY YEARS

During the early years, Milwaukee kept itself in business by repairing tools that were already on the market. As employees repaired and refurbished tools, they kept a constant tab on customer research – discovering what the marketplace wants, learning how it can be supplied to them at a reasonable cost, while continuing to make a profit along the way.

Company engineers spent hundreds of hours studying and analyzing competitive electric, portable power tools – what made them work, what set them apart from the competition, what components could be blended to make them better.

Continuing to look for ways to improve its product line, a series of changes and improvements were made to the Hole-Shooter, making it stronger and more durable. Inefficient bronze bushings and spur gear drives, poorly grounded cords and switches were replaced. By listening and responding to what the market wanted, the new Hole-Shooter quickly won rapid acceptance in the automotive and heavier metalworking industries.

In addition to improving its tools Milwaukee also expanded its facilities to permit manufacture of the company's own fractional horsepower motors to meet specific speed and power requirements. The results of this customized motor were improved overload capacity, increased performance, lower maintenance and longer tool life.



### SETTING THE STANDARD

Word of the new improvements quickly spread and soon, specifications for tools produced by Milwaukee Electric Tool Corporation rivaled the equipment standards of the United States Government.

In 1930, the company sought and achieved an acceptable equipment specification rating from the United States Government for its new portable electric drill.

Before long, Navy technical standards were being applied to the manufacture of all Milwaukee Electric Tool Corporation portable tools. Electric sanders, polishers, the electric hammer, and a portable hand grinder were now all manufactured according to Naval specifications.



In 1935, Milwaukee introduced a lightweight 3/4" electric hammer-drill for drilling or setting anchors in concrete. Easily converted to a 3/4" drill, this tool quickly won acceptance and was followed by a shorter, lighter and more specialized unit designed exclusively for precision drilling.

Since the sander/grinder is generally considered the one tool in the welding profession that gets the heaviest use, it was the growing reputation of this still-young Milwaukee company that prompted welders to look for a source that could improve on their existing line of tools.

Milwaukee gladly accepted the opportunity to prove itself. Designers knew that the new sander/grinder had to be easy to handle, yet capable of taking brutal punishment in the field. The result was a 15-pound, single-horsepower model that was perfectly balanced.



## WORLD WAR II

World War II and the tremendous use of portable power tools in the armed forces marked the real turn around for the tool business and Milwaukee. Hole-Shooters were used extensively in the manufacture of airplanes and many new product ideas were developed during that period.

Milwaukee Electric Tool Corporation met the challenge by building more powerful motors, mounting shafts on ball and roller bearings and through more dynamic balancing.

Every individual who helped build Milwaukee Hole-Shooters during World War II played a vital role in the winning of the war. The Navy liked the idea of their standard approved specifications being followed and ordered generously from Milwaukee.



## MEETING A NEED FOR PRODUCTS

Milwaukee's success accelerated in the post-war years as development of new tools to match the needs of professionals continued. In 1949, the line of sander/grinders was updated with the addition of a spring clutch that prevented backlash and offered a smoother running tool. The feature proved to be so popular that it was later added to the circular saw line. And, as the new decade approached, Milwaukee engineers, always looking to improve their products, introduced a die-cast housing rather than heavy sand castings, and a new 1 1/2-horsepower model with dust-proof switches.

That same year, Milwaukee introduced the industry's first 1/2" Right-Angle Drill, designed to allow plumbers and electricians to work in tight quarters and with the power to drill 2-9/16" diameter holes in wood with a self feed bit and 1/2"-diameter holes in steel. Later, a reversing motor was added to increase the tool's versatility.

In 1951, Milwaukee produced an unparalleled new tool – the Sawzall® reciprocating saw. The first portable hacksaw made up of a reciprocating mechanism with only three moving parts, designed to withstand daily abuse and still provide a 3/4" stroke ideal for sawing and roughing out. To meet the demands of a market looking for versatility in all types of materials, Milwaukee added a full line of blades to the Sawzall line-up.



Both the Right-Angle Drill and the Sawzall recip saw revolutionized the power tool industry, firmly establishing the Milwaukee tradition of designing tools that helped professionals meet the challenges of their jobs more efficiently.

The 1960's and 1970's were good years for Milwaukee, and resulted in expansion of both manufacturing facilities and product lines. In 1965, the company moved from its State Street location, in the City of Milwaukee, to its modern 212,000 square-foot manufacturing and office facility in Brookfield, Wisconsin.

In 1974, the desire to be closer to an important and emerging market in the Southeast resulted in the building of Milwaukee's first facility outside of Wisconsin - a 60,000 square-foot manufacturing plant in Jackson, Mississippi. With Amstar's acquisition of Milwaukee in 1976, the company expanded further adding a manufacturing plant in Blytheville, Arkansas, supported by a large distribution center in Olive Branch, Mississippi. In 1995 an additional 75,000 square foot manufacturing plant was added in Kosciusko, Mississippi. Milwaukee opened a 100,000 square-foot manufacturing plant in Greenwood, Mississippi in 2002 and later that year completed a 50,000 square-foot expansion for increased production capabilities.

Along with new manufacturing and distribution facilities, the 1970's brought with them the emergence of new products including the Hole Hawg®, the first drill designed specifically for large hole drilling between studs and joists in residential construction. During the 1970's, Milwaukee also introduced the first 1/2" professional pistol drill – the Magnum® Hole-Shooter®, with the Quik-Lok® cord and easily changeable brushes. In 1979, Milwaukee manufactured the first U.S.-made 4-1/2" angle grinder.

In the years that followed, the Sawzall recip saw was upgraded to include variable speeds and a Quik-Lok® cord. In 1991, it was made even better with the introduction of the Super Sawzall recip saw. Now holding five patents, the Super Sawzall recip saw underwent two years of testing before going to market. It includes a counter balance mechanism and a gear protecting clutch that set a new standard as the world's most vibration-free, fast-cutting, reciprocating saw.

Milwaukee's tradition of quality continued through the 1990's with introductions of a new line of miter saws and expanded cordless offerings. Other products introduced in the late 1990's include the 10 amp, 0-3200 spm Super Sawzall recip saw and an 18 volt "Contractor Cordless" line of tools, featuring a Cordless Sawzall recip saw, Rotary Hammer, 1/2" D-Handle and Right Angle Drill, Hammer-Drill, Driver/Drill, Impact Wrench, Circular Saw, Metal Cutting Circular Saw, Sawzall the Hatchet recip saw, and Job Site Radio, all using the same battery and charger system.

In 1999, to celebrate its 75th anniversary, and show appreciation to its loyal professional tool users, the company introduced several very special tools. The anniversary line-up included the collector's edition Super Sawzall and Sawzall Plus reciprocating saws and Magnum Drill. All anniversary products featured polished-aluminum housings, 75th anniversary emblem, brass nameplate and black commemorative case. A limited number of these commemorative tools were produced, and demand was extremely high.



## **BUILDING UPON A TRADITION OF SUCCESS**

Milwaukee Electric Tool Corporation currently employs over 2,000 people globally. As it did in 1930, the company continues to set industry standards, targeting professional tool users of all types with a product line that includes more than 500 tools and over 3500 accessories. And, as in the early years, the commitment to quality remains steadfast, although the way that quality is ensured has changed drastically. Quality is designed in, using state-of-the-art technologies and sophisticated tools and techniques such as Computer-Aided Design, stereolithography and other prototype technologies as well as concurrent engineering. All materials and parts meet Milwaukee's stringent specifications. Products are then produced in quality focused factories.



Milwaukee carries this forward with prompt and complete support to distributor partners, offering EDI, co-op advertising, training and training material, and trilingual packaging to meet the needs of mutual customers – professional power tool users.

The people at Milwaukee are as much a part of the success as the tools themselves. Since late 1990, all of Milwaukee's tool and accessory manufacturing operations have been arranged in manufacturing cells consisting of teams of empowered employees. Cellular manufacturing methods help Milwaukee employees focus on customer needs; allow for quick response to market demands; and increase the employee productivity and product quality.

In 1994, Milwaukee Electric Tool Corporation continued its quality tradition by becoming the first domestic power tool manufacturer with ISO certification of all facilities. Milwaukee Electric Tool is committed to the ISO quality standards as part of a total quality system. Cellular manufacturing; improved customer service; faster new product development; high quality equipment and work methods; trained, empowered and motivated people; ISO quality standards and other factors will contribute to Milwaukee becoming a World Class company and fits in with the company's vision to be the Brand Professionals Choose for Excellence in Quality, Performance, Innovation and Value...First in Mind, First in Choice.

## **NEW OWNERSHIP, GLOBAL GROWTH**

In July, 1995, Atlas Copco AB purchased Amstar, the parent corporation that owned Milwaukee Electric Tool Corporation. The acquisition by Atlas Copco, a global group of industrial companies headquartered in Stockholm, Sweden, meant increased financial support and opportunities for Milwaukee to compete in the international power tool market.

Techtronic Industries Co. Ltd. (TTI) purchased Milwaukee Electric Tool Corporation from Atlas Copco in January, 2005. Founded in 1985, TTI is a leading marketer, manufacturer and supplier of home improvement and floor care products, employing over 20,000 people worldwide. TTI's global brand portfolio includes Ryobi®, Milwaukee® and AEG® power tools, DreBo® carbide drill bits, Homelite® and Ryobi® outdoor power equipment and Royal®, Dirt Devil®, Regina® and VAX® floor care appliances. The acquisition takes advantage of TTI and Milwaukee's marketing and distribution networks and enhances Milwaukee's ability to expand its markets and product portfolio world wide.

## A SPRINGBOARD TO THE FUTURE

The vision that A. F. Siebert started out with in 1924 still rings true today. It starts with a clear understanding of customer needs and the ability to meet them by shaping and designing superior products and components with the highest grade materials and supplies.

Since 1924, Milwaukee Electric Tool Corporation has been building on a tradition of manufacturing and supplying heavy-duty power tools to professional end users. That tradition continues to drive the company, now and into the future.

## MILWAUKEE DIFFERENCE

Since the company was founded with the invention of the first lightweight, one-handed 1/4" drill, Milwaukee Electric Tool Corporation has focused on one vision: Produce the best line of heavy-duty electric power tools available for professional users. Milwaukee Electric Tool has never deviated from this vision. Today, over 2,000 people execute this "professionals only" vision of developing powerful, durable, heavy-duty tools. Spanning over 500 models and 3,500+ accessories, the Milwaukee Electric Tool line is designed by professionals for professionals.

That's why the Milwaukee Electric Tool logo has never been found on consumer-grade power tools...and never will.



## TOOLS BUILT WITH A PURPOSE

As an ISO 9000- and ISO-9001 certified company, Milwaukee Electric Tool develops heavy-duty professional products with rigorous attention to:

- user research to confirm professional user needs;
- benchmarking so Milwaukee Electric Tool prototypes offer the "best in class" product ranking; and
- demanding laboratory and in-field user testing to assure product/job match.

Milwaukee Electric Tool engineers don't just design a tool . . . they design a tool to do the job better.

## HEAVY-DUTY CUSTOMER SUPPORT

Part of the heavy-duty commitment of Milwaukee Electric Tool is availability. The complete line of power tools is available through quality tool distributors everywhere. Availability is only one part of the heavy-duty customer support commitment. Milwaukee Electric Tool offers a Five-year warranty against product defects. If service is ever needed, you'll easily find it through authorized service stations and company-operated service branches worldwide.



## COMMITMENT

The over 2,000-plus professionals on the Milwaukee Electric Tool team are totally committed to support you, the professional tool user. If nothing but heavy-duty power tools will give the durability and reliability you need, demand Milwaukee...providing professional power tools made by professionals, for professionals since 1924.

PRIDE IN WORKMANSHIP. RESPECT FOR HONEST LABOR. DEDICATION TO MAKING A DIFFERENCE.

THESE ARE BELIEFS WE SHARE WITH THE PROFESSIONAL TRADESMEN AND WOMEN WE SERVE.