

Black+Decker announces new global branding

Black+Decker recently announced a new global brand identity for its consumer branded power tools, outdoor power equipment, and home products. The new identity will revitalise one of the world's most recognisable brands through a simplified and focused redesign.

With a heritage of more than 100 years, and as a universally trusted brand, the new Black+Decker identity builds on this reputation providing innovative and reliable products, while providing consumers with a more meaningful, emotional, and empowering experience in their homes.

Mayan Desai, Trade Marketing Manager for Stanley Black & Decker says, "Throughout its history, Black+Decker has consistently provided consumers with innovative, affordable, and quality products. While its roots are firmly planted in the power tool space, over the years there have been a number of additional cat-

egories that have contributed to the Black+Decker range of products, including cleaning and outdoor devices and small kitchen appliances. As a result of this, the brand is deeply entrenched in and around the home."

"The brand extends beyond product features and innovation, it is about being honest, intuitive, involved, and thoughtful. Consumers now make their lifestyle and purchasing decisions in a completely different way, and this new brand identity, and subsequent marketing campaigns and communications, will focus on



providing people with the ideas, advice and expertise to enable them to achieve their goals."

The new Black+Decker logo was designed to be simple, clean and powerful, to build on its position as a strong global brand. The company will launch new products and campaigns to energise the brand as well as engage with its customers. ■

New Bobcat Telescopic Handlers

Bobcat has launched several new telescopic handler models. The first of the new telehandlers is the new TL358 6 m lift height compact telehandler, which is available with two rated capacities of 2.6 or 3 tonne.

Bobcat is also showing the new 13 m and 14 m lift height T35130S and T35140S telehandlers aimed particularly at the rental industry and offering a 3.5 tonne maximum lift capacity. The new TL358 6 m telehandler has a very compact format, with restricted 2.10 m width and height dimensions, allowing easy access to many congested areas and small buildings. If desired, the TL358 can also be supplied with a version of the cab with more height for increased visibility for the operator.

This new model has been conceived and designed to meet many applications and customer needs (primarily in construction, industry and rental) where its overall compact dimensions, powerful 74.5 kW engine and hydraulics, manoeuvrability and true loading capacity offer a very productive alternative to smaller machines limited in performance and use.

The introduction of the new 13 and 14 m models at Intermat 2015 follows on from the launch of the new Bobcat 10, 12, 14 and 18 m lift height telescopic handlers over the

last 12-13 months. Whilst they have a simpler design intended to meet the needs of the rental business, the new T35130S and T35140S telehandlers still offer many of the advantages of the new generation models. Particular attention has been paid to aspects such as the protection of sensitive parts, and intuitive and safe operating to meet the needs of rental users. The easy-to-use compact stabilisers ensure that the full capabilities of all the new telescopic handlers can be utilised in the most confined working areas and close to walls (minimal loss of reach).

As in other new generation machines, the T35130S and T35140S telehandlers offer advanced features such as the Panoramic Cab, which has a large parabolic windscreen providing panoramic visibility especially when handling loads at height. In the cab, there is a new dashboard with digital display and intuitive controls including a joystick with integrated forward/reverse (FNR) control for improved productivity and safety.

The working envelope for the T35130S telehandler has a maximum lift height of 12.55 m and a maximum forward reach of 8.6 m. The Bobcat T35140S telehandler has a maximum lift height of 13.6 m and 9.8 m reach. ■

