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*Spear & Jackson*

## **Press Release**

# **A new look for the Eclipse Professional Workshop Tools brand**



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## **New livery for Eclipse Professional Workshop Tools**

**Sheffield, 31.05.2023** – Spear & Jackson, the UK’s best-known hand tools brand today announced a brand refresh of its Eclipse Professional Workshop Tools range of products.

Few brands have the history and heritage of Eclipse Professional Workshop Tools. The brand dates to 1889 when James Neill, a successful Sheffield accountant, turned to steel making and patented composite steel, steel-backed iron, for hacksaw blades. The Eclipse trademark was registered in 1909, and in 1911 Neill launched the world’s first composite steel hacksaw blades under the Eclipse brand.

As you would expect with over 100 years of experience, the Eclipse product range has widened to accommodate natural product extensions such as power tool accessories, locking jaw pliers, bolt and cable cutters, hand riveters, vices, clamps, engineers hand tools, plumbing tools, adjustable wrenches, hose clips and torque control tools. All are designed and manufactured to the highest possible quality standards. The original Eclipse Hacksaw Blades and cutting tools remain central to the range and Eclipse Professional Workshop hand tools are now known and sold extensively worldwide.

The Eclipse bright blue hacksaw blades are instantly recognisable, and the same colour is used across Eclipse branding. The new Geometric design which forms the basis for the brand refresh takes its inspiration from the flashes within the existing Eclipse logo and central to the new look will be a greater emphasis on the well-known Eclipse bright blue.

Manufacturing quality has always been synonymous with Eclipse Professional Tools and the new look product packaging will continue to carry the Eclipse Quality Mark providing reassurance that the tools in the range are the genuine article and are made to the usual high standards.

As part of the brand refresh Spear & Jackson is also taking the opportunity to improve its environmental impact by changing to more eco-friendly packaging, reducing reliance on single-use plastics, and increasing the use of more sustainable and environmentally-sound packaging materials across the Eclipse range.

Export Director Steve Turner says “We have shared our plans for the new Eclipse branding with customers around the world and all are looking forward to seeing the new Geometric design as it is rolled out across our range. It gives us an eye-catching new look in the competitive hand tools market whilst retaining the most recognisable elements and trusted heritage of our existing Eclipse brand identity”.

The new Eclipse identity is being introduced on a rolling basis with plans for a full Trade preview in 2024 at the International Hardware Fair in Cologne.

- ENDS -

## Notes for editors

### Company Background

If there is one word that people associate with Sheffield it is steel. The city, then a mere town, was known to produce knives in the 14th century, and by 1600 it had become the main Centre for cutlery manufacture in England. In the 1740s, a form of the crucible steel process was discovered that allowed the manufacture of better-quality steel than had previously been available, it was this innovation that spurred the growth of Sheffield as an industrial town. Not long after - in 1760 - the foundations of one of the city's best-known firms, and one synonymous with steel; Spear & Jackson, were laid.

Over 260 years later Spear & Jackson now offers the most comprehensive range of gardening hand tools available in the UK and across the world, catering for all levels of gardening expertise and budget with tools for the professional gardener and the occasional hobbyist. Its commitment to continuous research, design and innovation ensures that Spear & Jackson hand tools maintain their reputation as the Tools to Trust in the world of gardening and growing.

For more information visit [www.spearandjackson.com.au](http://www.spearandjackson.com.au)

1. Stockist information is available to consumers by calling Spear & Jackson on 1300 731 818
2. Retailers may request more information by emailing [sales@spearandjackson.com.au](mailto:sales@spearandjackson.com.au)
3. For product samples, images and an electronic version of this press release please email Trish Ametoglou, Marketing Manager at: [trish.ametoglou@spearandjackson.com.au](mailto:trish.ametoglou@spearandjackson.com.au)