

**StanleyBlack&Decker**



## ABOUT LENOX

American Saw & Mfg. Company began in 1915 with ten employees making hacksaw blades under the trade name of **LENOX**. The company has grown tremendously since then, now employing over 600 people and marketing band saw blades, sawing fluids, hand tools and power tool accessories in over 70 countries around the world.

Despite considerable changes over time, LENOX has remained constantly synonymous with quality.



The LENOX name comes from the wolves that once roamed the hills of Scotland. On the western shore of Loch Lomond, where the lowland pastures meet the sweeping hills of the highlands, the Earl of Lenox made his home. Also in the area, the wolf pack found shelter and food a plenty. The wolves were known to possess strength, power and the sharpest of teeth. It has been almost 200 years since the last wolf was seen in Scotland, but the legend of the WOLVES OF LENOX lives on. We have adopted this image to portray those same characteristics for our products.

We strive to maximize quality in every step of our operation for the long-term benefit of our end users. We will continue to actively participate in the global marketplace, so that no matter where you are, you can depend on Lenox quality.

LENOX came to India in 1997 and was in collaboration with Miranda Tools (Ashok Piramal Group) having manufacturing at Ankleshwar (Gujarat).

This partnership ended in 2007, in the same year Lenox India Pvt Ltd was formed and till 2016 was owned by Newell Rubbermaid (Fortune 500 Co).

In 2016, Newell sold Lenox , Irwin , Hilmor Brand and since then it's owned by Stanley Black & Decker a \$12 billion group.

Stanley Black & Decker, India is based in Bengaluru, India. SBD India Private Limited operates as a subsidiary of Stanley Black & Decker, Inc and has more than 05 sales offices across the country employing approximately 300 employees, with service centers spread across the length and breadth of the country and an export based factory based out of Pune, which also caters to the domestic needs.

Our major brands include.

- ◦STANLEY ®: The tools that built and repaired the world. Today, every true professional is equipped with tools because we deliver industry leading innovation, precision, safety and strength.
- DEWALT ®: We are the world's leading provider of tools and equipment designed specifically for the construction professional and tradesman. When the world's professionals need to get the job done, they reach for DEWALT ®
- BLACK+DECKER : With our consumer power tools, lawn & garden equipment, home cleaning product and small appliances, we've been empowering the homeowner to conquer projects ever since. From inspiration to a job well done, our tools provide a lifetime of proud moments.

**LENOX Product Range :**

- Hand Hacksaw Blades - HSS , Flexible & Bimetal
- Hole Saws – HSS , Bimetal , Carbide, Diamond
- Band Saw Blades – Carbon , Bimetal , Carbide
- Circular Saws – Carbide & Cermet Tipped
- Sawing Fluids : Metal Cutting
- Accessories – Blade Tension Meter, Tachometer , Alignment Gauge

The Products are successfully supplying to All Direct Mfgs Cos, OEM's etc .