

## IRWIN Tools Becomes First U.S. Tool Manufacturer to Launch Domestic Spanish-Language Web Site and Online Catalog

HUNTERSVILLE, N.C. (Nov. 16, 2011) – IRWIN® Tools, a world-class manufacturer of a broad line of professional hand tools and power tool accessories, recently extended its online services for Spanish-speaking tradesmen with <http://es.irwin.com> – a full-service Spanish-language resource with easy access to IRWIN's product information, promotions and retail channels, along with customer service. Setting a new industry benchmark in the U.S., the Spanish-language Web site also includes IRWIN's full line catalog, product reference guides and product manuals for IRWIN's user-preferred brands such as VISE-GRIP® pliers and locking tools, MARATHON® circular saw blades, QUICK-GRIP® clamping tools, SPEEDBOR® wood drilling bits, STRAIT-LINE® marking tools, UNIBIT® step drill bits and HANSON® taps and dies.

"One in every four construction workers in the United States is Hispanic, so it is essential that Spanish-speaking tradesmen have access to detailed information about our tools," said Curt Rahilly, Vice President of Marketing for IRWIN Tools. "IRWIN's Spanish-language Web site, the full-line catalog, and bilingual sales force give an important growing audience, projected to account for more than 50 percent of the total construction workforce by 2025, the information and resources they need to make effective purchase decisions."

IRWIN's Spanish-language Web site also offers additional consumer-engaging dimensions, such as testimonials, store locators, and online purchase options, as well as simple ways for IRWIN customers to provide feedback and ask questions. IRWIN has a long-standing commitment to professional tradesmen and a reinforced commitment to Hispanic tradesmen who want convenient and accessible information in their native language.

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### About IRWIN Tools

IRWIN® Tools manufactures and distributes a broad line of hand tools and power tool accessories including VISE-GRIP® pliers and wrenches, MARATHON® saw blades, QUICK-GRIP® clamping tools, SPEEDBOR® wood drilling bits, STRAIT-LINE® marking tools, UNIBIT® step drill bits, and HANSON® taps and dies. IRWIN Tools is a part of Newell Rubbermaid's global portfolio of leading brands. For more information, call 1-800-GO-IRWIN or visit [www.irwin.com](http://www.irwin.com). IRWIN invites the nation to celebrate National Tradesmen Day, on Friday, Sept. 21, 2012.

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<https://irwin.mediaroom.com/2011-11-16-IRWIN-Tools-Becomes-First-U-S-Tool-Manufacturer-to-Launch-Domestic-Spanish-Language-Web-Site-and-Online-Catalog>