



FOR IMMEDIATE RELEASE

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STANLEY® FatMax® Introduces New Camper's Axe

New Britain, CT. (January 2016) — STANLEY® introduces its new FATMAX® Camper's Axe with a hatchet style handle and ergonomic slip resistant grip.

The STANLEY® FATMAX® Camper's Axe is a scale down from large heavy axes that require more strength and muscle. Campers and DIYers can enjoy this axe as it provides optimal balance which aids in reducing fatigue and exhaustion. In addition, the Camper's Axe is compact and features a lightweight design for an easy grip and effortless transportation.

The new FATMAX® Camper's Axe comes fully polished with a tempered cutting edge made for easy cutting. It's designed for splitting wood and chopping shrubs, trees, and branches.

This fully polished tool also comes accessorized with a complimentary leather sheath to conceal the sharp blade and hold the axe in a comfortable position.

The STANLEY® FATMAX® Camper's Axe – **model FMHT51307**- will retail approximately for \$34.98 and will be available at LOWES®.

Summary:

STANLEY® introduces its new FATMAX® Camper's Axe with a hatchet style handle and ergonomic slip resistant grip. The STANLEY® FATMAX® Camper's Axe is a scale down from large heavy axes that require more strength and muscle. Campers and DIYers can enjoy this axe as it provides optimal balance which aids in reducing fatigue and exhaustion. In addition, the Camper's Axe is compact and features a lightweight design for an easy grip and effortless transportation.

About STANLEY®:

STANLEY®, a brand of Stanley Black & Decker, Inc. is a diversified manufacturer of innovative tools and engineered solutions for professional, industrial, woodworking, construction, automotive repair, organizational, and do-it-yourself- use. Since 1843 STANLEY has

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consistently provided solutions that make life easier with reliable hand tools. Headquartered in New Britain, CT, STANLEY is committed to manufacturing tools in the USA with global materials. Annually, STANLEY produces a large variety of hand tools including tape rules, knives, blades, hand saws, screwdrivers, plastic storage, and accessories in multiple manufacturing locations in North America. STANLEY can be found internationally wherever tools are sold and has helped build America with a breadth of quality hand tools people can trust for over 170 years. For more information visit www.stanleytools.com or follow STANLEY on [Facebook](#) and [Twitter](#).

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