



**2022 PRODUCT LINE
FOR TACTIC 20/02/2022**





- In business since 2007
- Innovative toy products, encouraging creativity, fun and education
- Products support STEM skills
- Worldwide brand recognition and support for all licenses



Growth Potential

- Toy market worldwide is predicted to grow at a 9.91% CAGR from 2020-2025.
- Educational, interactive and multifunctional toys are major growth drivers.
- Education and science looks to the young female market for growth



Exponential Growth

- Red Toolbox has experienced 63% growth from 2018-2019
- 13% growth from 2019-2020
- Selling in every major store in the U.S.
- Selling in every major eCom site in the U.S.
- Continued growth during COVID-19 pandemic

STANLEY® Jr.

Brand loved by parents and children

For generations, the STANLEY® brand has
been a part of growing up.

Our line of high-quality STANLEY® Jr. kits and
tools allow families to spend **quality time**
creating and building together.

STANLEY® Jr. products offer inspiration,
learning, and **fun for everyone.**



First to market
tools for kids



Largest tool company
in the world.
Loved by millions
worldwide.



Unique products
that encourage
repeat purchases



Strong,
recognizable
brand

"OUR PRODUCTS HAVE BEEN PART
OF **GROWING UP** FOR SO MANY CHILDREN AROUND THE WORLD.
THROUGH PLAY, CHILDREN HAVE AN **INVALUABLE EXPERIENCE** OF WALKING
IN SOMEONE ELSE'S SHOES."

AMI ROSENFELD, CEO



STANLEY® Jr.

**Challenging kid's imagination while
keeping them active and engaged**



DIY KITS



**REAL
TOOLS**



**TAKE
APART**

STANLEY[®] Jr.

REAL WORKING TOOLSETS

ST004-05-SY

5 PC TOOL SET

PACKAGING DIMENSIONS:

24L X 9W X 39H CM / 9.5"L X 3.5"W X 15.4"H

INCLUDES:

- 8OZ HAMMER
- SAFETY GOGGLES
- PH SCREWDRIVER
- FLAT HEAD SCREWDRIVER
- TAPE MEASURE



STANLEY[®] Jr.

REAL WORKING TOOLSETS - BEST SELLER

TBS001-05-SY

5 PC TOOL SET IN TOOLBOX

PACKAGING DIMENSIONS:

28.7L X 18W X 17H CM / 28.7"L x 18"W x 6.7"H

INCLUDES:

- KIDS TOOLBOX
- 8OZ HAMMER
- SAFETY GOGGLES
- PH SCREWDRIVER
- FLAT HEAD SCREWDRIVER
- TAPE MEASURE



STANLEY® Jr.

REAL WORKING TOOLSETS - BEST SELLER

TBS005-06-SY

5 PC TOOL SET IN OPEN TOOLBOX

PACKAGING DIMENSIONS:

32L X 16W X 19.4H CM / 12.6"L X 6.3"W X 7.6"H

INCLUDES:

- KIDS OPEN TOOLBOX
- 4OZ HAMMER
- SAFETY GOGGLES
- MINI PH SCREWDRIVER
- MINI FLAT HEAD SCREWDRIVER
- TAPE MEASURE



STANLEY® Jr.

REAL WORKING TOOLSETS

ST036-05-SY

5 PC TOOL SET

PACKAGING DIMENSIONS:

50L X 5W X 30H CM / 19."L x 2.0"W x 11.8"H

Includes:

- 4oz Hammer
- Safety Goggles
- PH Screwdriver
- Ruler
- Tool Belt



STANLEY[®] Jr.

REAL WORKING TOOLSETS

ST033-08-SY

8 PC TOOL SET

Packaging dimensions:

36L X 6W X 39H CM / 14.2"L x 2.4"W x 15.4"H

Includes:

- 4oz Hammer
- Safety Goggles
- PH Screwdriver
- Flat Head Screwdriver
- Tape Measure
- Square
- Mini Clamp
- Tool Belt



STANLEY[®] Jr.

REAL WORKING TOOLSETS

ST006-10-SY

10 PC TOOL SET

Packaging dimensions:

48L X 8.5W X 38H CM / 19.3"L x 3.9"W x 15"H

Includes:

- 8oz Hammer
- Safety Goggles
- PH Screwdriver
- Flat Head Screwdriver
- Tape Measure
- Hand Saw
- Ruler
- Bar Clamp
- File
- Tool Belt



STANLEY[®] Jr.

REAL WORKING TOOLS - BEST SELLER

ON SHELF DISPLAYS -
FOR TOOL BELT & GLOVES



T010M-SY

TOOL BELT

Product dimensions:

52L X 1.5W X 20H CM / 20.5"L x 0.6"W x 7.9"H



*Tools sold separately

STANLEY® Jr.

REAL WORKING TOOLS - BEST SELLER



T014-SY

WORKING GLOVES

PRODUCT DIMENSIONS:

11.8L X 1.5W X 19.5H CM / 4.6"L X 0.6"W X 7.7"H



STANLEY[®] Jr.

REAL WORKING TOOLS TOOLS - BEST SELLER

WB002-SY

KIDS' WORKBENCH

Product dimensions:

85.5L X 7.1W X 36H CM / 33"L x 2.8"W x 14.2"H

Includes:

- Wood construction
- Perfectly sized for kids
- Tools storage
- Work surface with full length cm/inch ruler
- Storage shelf

*tools sold separately




Red Toolbox
PLAY FOR REAL



STANLEY[®] Jr.

REAL WORKING TOOLS

WB002-03-SY

KIDS' WORKBENCH & 3 PC TOOL SET

Product dimensions:

85.5L X 7.1W X 36H CM / 33.7"L x 2.8"W x 14.2"H

Includes:

- 4oz Hammer
- Safety Goggles
- Mini PH Screwdriver



STANLEY Jr.

DIY WOODEN KITS

OK005-SY

BULLDOZER KIT

Large packaging dimensions:

40.3L X 3.5W X 32.9H CM

15.9"L x 1.4"W x 13"H

Includes:

- Pre-cut wood parts
- Colorful plastic parts
- Wheels (if needed)
- Screws and nails
- Sandpaper
- Fun stickers
- Paints and paint brush
- Assembly instructions



Engaging POS Packaging



STANLEY® Jr.

LARGE DIY WOODEN KITS - NEW ITEMS



OK008-SY

TALL BIRDHOUSE KIT



OK058-SY

PERISCOPE KIT



OK059-SY

KALEIDOSCOPE KIT

STANLEY Jr.

LARGE DIY WOODEN KITS - BEST SELLERS



K020-SY
BIRD FEEDER KIT



K033-SY
BIRDHOUSE KIT



OK035-SY
LIFTING CRANE KIT

STANLEY® Jr.

LARGE DIY WOODEN KITS



K096-SY

POLICE CAR KIT



OK006-SY

DUMP TRUCK KIT



STANLEY® Jr.

LARGE DIY WOODEN KITS - BEST SELLERS



OK004-SY

CUSTOM RACER KIT



K109-SY

TOOLBOX KIT



K097-SY

CEMENT TRUCK KIT

STANLEY® Jr.

LARGE DIY WOODEN KITS



K088-SY

OFF-ROAD VEHICLE KIT



K086-SY

FORKLIFT KIT

STANLEY Jr.

LARGE DIY WOODEN KITS - **NEW ITEMS**



OK046-SY

GARDEN BASKET KIT



OK045-SY

PLANTS POTS KIT

*flowers not included

STANLEY® Jr.

MEDIUM DIY WOODEN KITS

OK028-SY

DUNE BUGGY KIT

Medium packaging dimensions:

30.4L X 3.0W X 25.0H CM / 12"L x 1.2"W x 9.8"H

Includes:

- Pre-cut wood parts
- Colorful plastic parts
- Wheels (if needed)
- Screws and nails
- Sandpaper
- Fun stickers
- Paints and paint brush
- Assembly instructions



Engaging POS Packaging



STANLEY® Jr.

MEDIUM DIY WOODEN KITS - NEW ITEMS



OK052-SY

GREEN HOUSE KIT



OK054-SY

BIRD FEEDER KIT



OK060-SY

ATV KIT



OK057-SY

MOTORBIKE KIT

STANLEY Jr.

MEDIUM DIY WOODEN KITS - NEW ITEMS



JK005-SY

CATAPULT TRUCK KIT



OK056-SY

BUG BARN KIT



JK002-SY

MINI FOOSBALL KIT



JK001-SY

MINI BASKETBALL KIT

STANLEY® Jr.

MEDIUM DIY WOODEN KITS - **BEST
SELLERS**



JK029-SY

PULL BACK AIRPLANE KIT



OK032-SY

FRONT LOADER KIT



JK030-SY

PULL BACK SPORTS CAR KIT



JK009-SY

CANDY MAZE KIT

STANLEY® Jr.

MEDIUM DIY WOODEN KITS - GREAT SALES GROWTH ITEMS



OK047-SY

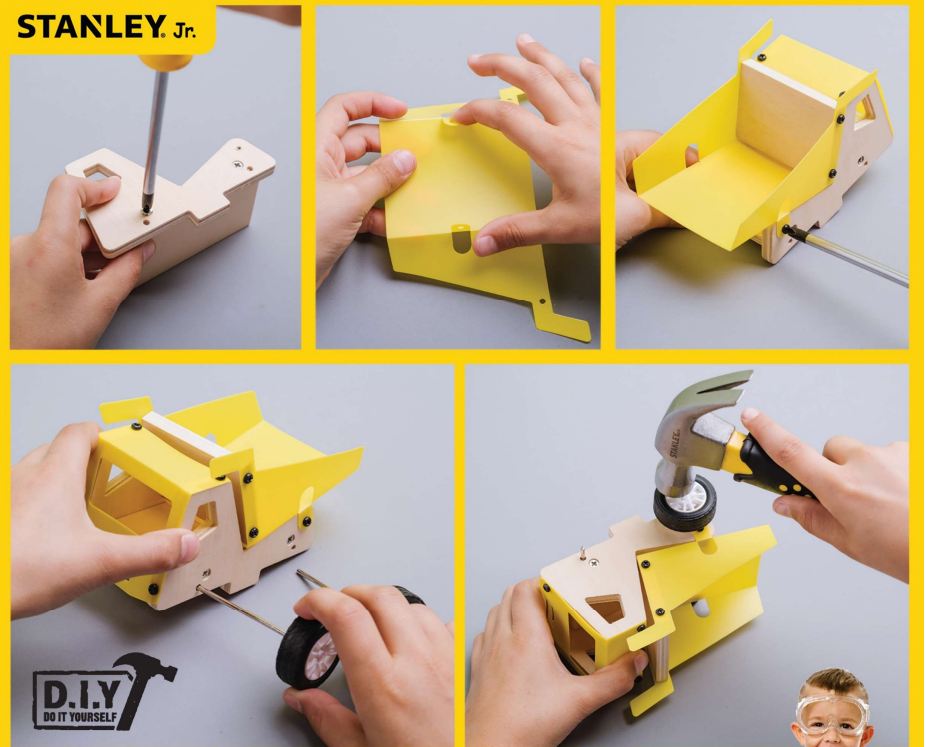
BIRDHOUSE KIT



OK033-SY

DUMP TRUCK KIT

STANLEY® Jr.



EASY DIY ASSEMBLY

Clear & easy-to-follow assembly instructions included



STANLEY® Jr.

MEDIUM DIY WOODEN KITS



OK026-SY

TOOLBOX KIT



OK034-SY

CATAPUKT KIT



OK029-SY

SUPER TRUCK KIT



OK030-SY

RACE CAR KIT

STANLEY Jr.

MEDIUM DIY WOODEN KITS



OK002-SY

RACE CAR KIT



OK003-SY

MONSTER TRUCK KIT



OK031-SY

OFF ROADER KIT



OK027-SY

PULL BACK LAND SPEED KIT

STANLEY® Jr.

BUILDERS DIY WOODEN KITS

"More and more toys appearing on the market are geared towards helping girls achieve strength, confidence and independence.

For a long time, Math, Science and Technology were considered purely the domain of boys. Girls can now acquire skills in these areas early on through play. "



STANLEY Jr.

BUILDERS DIY WOODEN KITS



OK010BUD-SY

TREASURE CHEST KIT



JK030BUD-SY

PULL BACK SPORTS CAR KIT



K088BUD-SY

OFF-ROAD VEHICLE KIT

STANLEY® Jr.

ONLINE PRODUCT IMAGES



Product image



Dimensions



What in the box



Assembly process



DIY project



Features & Benefits



Lifestyle



Lifestyle

STANLEY® Jr.

SIDE STACK DISPLAYS, TOOLS & BUNDLES



STANLEY Jr.

PALLET DISPLAYS, TOOLS & BUNDLES



STANLEY[®] Jr.

BLISTER PACK DISPLAY (AVAILABLE FOR SMALL AND MEDIUM KITS)



STANLEY Jr.

SINGLE OR DOUBLE SIDED DISPLAYS, TOOL SETS AND KITS



STANLEY® Jr.

MEDIUM COMBO SETS DIY WOODEN KITS & TOOL SETS - BEST SELLERS



U004-K02-T03-SY

2 KIT & 3 PC TOOL SET



STK020-T03-SY

BIRD FEEDER KIT & 3 PC TOOL SET



STOK006-T03-SY

DUMP TRUCK KIT & 3 PC TOOL SET



STK097-T03-SY

CEMENT TRUCK KIT & 3 PC TOOL SET

STANLEY® Jr.

LARGE COMBO SETS DIY WOODEN KITS & TOOL SETS - **BEST SELLER**



U001-K04-T03-SY

4 MINI KITS & 3 PC TOOL SET

STANLEY® Jr.

LARGE COMBO SETS DIY WOODEN KITS & TOOL SETS - **BEST SELLERS**



STJK030-T05-SY

PULL BACK SPORTS CAR KIT & 5 PC TOOL SET



STJK030BUD-T05-SY

PULL BACK SPORTS CAR BUILDERS KIT & 5 PC TOOL SET

STANLEY® Jr.

LARGE COMBO SETS DIY WOODEN KITS & TOOL SETS - **BEST SELLERS**



STOK008-T05-SY

TALL BIRDHOUSE KIT & 5 PC TOOL SET



STOK008BUD-T05-SY

TALL BIRDHOUSE BUILDERS KIT & 5 PC TOOL SET

STANLEY® Jr.

COMBO SETS DIY WOODEN KITS & TOOL SETS - **VALUE BUNDLE BEST SELLERS**



U023-K01-T07-SY

LIFTING CRANE KIT & 7 PC TOOL SET



U030-K01-T07-SY

DUMP TRUCK KID & 7 PC TOOL SET

STANLEY® Jr.

COMBO SETS DIY WOODEN KITS & TOOL SETS - NEW BUNDLE TYPE!



STJK029-T07-SY

PULL BACK AIRPLANE KIT & 7 PC TOOL SET



STJK005-T07-SY

CATAPULT TRUCK KIT & 7 PC TOOL SET



STOK032-T07-SY

FRONT LOADER KIT & 7 PC TOOL SET

STANLEY® Jr.

GARDEN WORKING TOOLS - BEST SELLER

G015-SY

20L WHEELBARROW

Product dimensions:

83.5L X 44W X 39H CM / 32.8"L X 17.3"W X 15.3"H

Includes:

- Pre-cut wood parts
- Plastic parts
- Wheel
- Screws
- Assembly instructions



STANLEY Jr.

GARDEN WORKING TOOLS BUNDLE - NEW ITEM

SGH014-07-SY

20L WHEELBARROW & 6 PC TOOL SET

Packaging dimensions:

17.1"x4.9"x32.8" / 43.2 x 12.4 x 83.3cm

Includes:

- Wheelbarrow
- Apron
- Hat
- Gloves
- Hand Rake
- Hand Trowel
- Hand Fork



STANLEY® Jr.

GARDEN WORKING TOOLS SETS - NEW ITEM

SGH015-03-SY

3 PC GARDEN TOOL SET

Packaging dimensions:

29 X 5W X 29H CM / 11.4"L X 2"W X 11.4"H

Includes:

- Mister
- Hand Trowel
- Hand Fork



STANLEY® Jr.

GARDEN WORKING TOOLSETS - NEW ITEM

SGH016-09-SY

9 PC GARDEN TOOL SET

Packaging dimensions:

Will come on hanging card TBC

Includes:

- Mister
- Hand Rake
- Hand Trowel
- Hand Fork
- Garden Gloves
- Garden tag x3



STANLEY® Jr.

GARDEN WORKING TOOLSETS - NEW ITEM

SGH017-04-SY

4 PC GARDEN TOOL SET

Packaging dimensions:

Will come on hanging card TBC

Includes:

- Hand Rake
- Hand Trowel
- Hand Fork
- Garden Tool Belt



STANLEY® Jr.

GARDEN WORKING TOOLSETS - BEST SELLERS

SGH001-03-SY

3 PC GARDEN TOOL SET

Packaging dimensions:

20 X 5W X 29H CM / 7.8"L X 2"W X 11.4"H

Includes:

- Hand Spade
- Hand Rake
- Hand Fork



SGH005-03-SY

3 PC GARDEN TOOL SET

Packaging dimensions:

20 X 5W X 29H CM / 7.8"L X 2"W X 11.4"H

Includes:

- Hand Trowel
- Hand Rake
- Hand Fork



STANLEY® Jr.

GARDEN WORKING TOOLSETS- BEST SELLERS

SGH012-03-SY

3 PC GARDEN TOOL SET

Packaging dimensions:

10.5L X 10.5W X 22H CM /
4.1"L X 4.1"W X 8.7"H

Includes:

- Hand Trowel
- Pail
- Apron



SGH006-03-SY

3 PC GARDEN TOOL SET

Packaging dimensions:

10.5L X 10.5W X 22H CM /
4.1"L X 4.1"W X 8.7"H

Includes:

- Hand Trowel
- Pail
- Sun Hat



STANLEY® Jr.

GARDEN WORKING TOOLS

SGH007-04-SY

4 PC GARDEN TOOL SET

Packaging dimensions:

25L X 5W X 29H CM /
9.8"L X 2"W X 11.4"H

Includes:

- Hand Spade
- Hand Trowel
- Hand Rake
- Tool Bag



SGH008-04-SY

4 PC GARDEN TOOL SET

Packaging dimensions:

22L X 10W X 40H CM /
8.6"L X 3.9"W X 15.7"H

Includes:

- Hand Spade
- Hand Fork
- Watering Can
- Garden Gloves



STANLEY® Jr.

GARDEN WORKING TOOLSETS- BEST SELLERS

SG013-03-SY

3 PC GARDEN TOOL SET

Packaging dimensions:

24L X 5.4W X 73.3H CM / 9.4"L X 2.1"X 28.8"H

Includes:

- Garden Hoe
- Leaf Rake
- Shovel



SG014-03-SY

4 PC GARDEN TOOL SET

Packaging dimensions:

24L X 5.4W X 73.3H CM / 9.4"L X 2.1"X 28.8"H

Includes:

- Garden Hoe
- Shovel
- Garden Gloves



STANLEY® Jr.

GARDEN SET BUNDLES- BEST SELLER

SGH013-SY

3 PC GARDEN TOOL SET

Packaging dimensions:

32L X 16W X 19.4H CM / 12.6"L X 6.3"W X 7.6"H

Includes:

- Hand Trowel
- Hand Rake
- Hand Fork
- Garden Gloves
- Garden Tag x2
- Plastic Pot x2
- Open Toolbox



STANLEY Jr.

GARDEN SET BUNDLES- NEW ITEM

SGH010-SY

MEGA GARDEN TOOL SET

Packaging dimensions:

48.3L X 38.6W X 17H CM / 19"L X 15.1"W X 6.7"H

Includes:

- Hand Trowel
- Hand Rake
- Hand Fork
- Garden Gloves
- Sun Hat
- Apron
- Watering Can
- Garden Tag x3
- Plastic Pot x3
- Open Toolbox



STANLEY® Jr.

GARDEN SET BUNDLES- NEW ITEM

SGH011-SY

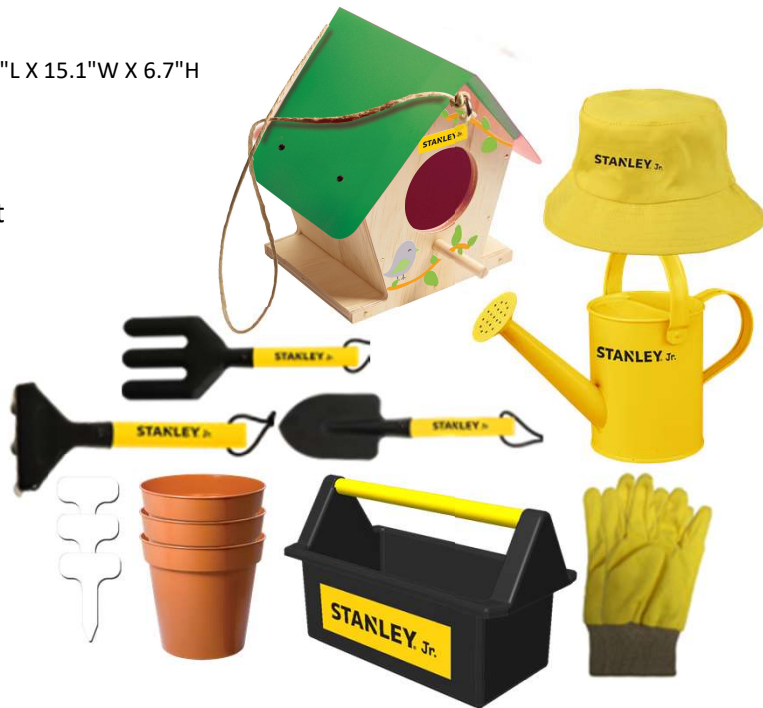
MEGA GARDEN TOOL SET

Packaging dimensions:

48.3L X 38.6W X 17H CM / 19"L X 15.1"W X 6.7"H

Includes:

- OK047-SY Birdhouse Kit
- Hand Trowel
- Hand Rake
- Hand Fork
- Garden Gloves
- Sun Hat
- Watering Can
- Garden Tag x3
- Plastic Pot x3
- Open Toolbox



STANLEY® Jr.

GARDEN TOOLSET - BEST SELLER

SG003-10-SY

10 PC GARDEN TOOL SET

Packaging dimensions:

39L X 11W X 29H CM / 15.3"L X 4.3"W X 11.4"H

Includes:

- Hand Trowel
- Hand Fork
- Garden Gloves
- Pail
- Garden Tag x3
- Plastic Pot x3



STANLEY® Jr.

GARDEN TOOLSET - BEST SELLER

SG004-10-SY

10 PC GARDEN TOOL SET

Packaging dimensions:

39L X 11W X 29H CM / 15.3"L X 4.3"W X 11.4"H

Includes:

- Hand Trowel
- Hand Fork
- Sun Hat
- Tool Bag
- Garden Tag x3
- Plastic Pot x3



STANLEY® Jr.

GARDEN WORKING TOOLS

SG005-12-SY

12 PC GARDEN TOOL SET

Packaging dimensions:

55L X 11W X 34H CM / 21.6"L X 4.3"W X 13.4"H

Includes:

- Hand Spade
- Hand Trowel
- Hand Fork
- Garden Gloves
- Tool Belt
- Pail
- Garden Tag x3
- Plastic Pot x3



STANLEY® Jr.

GARDEN WORKING TOOLS

SG008-10-SY

10 PC GARDEN TOOL SET

Packaging dimensions:

73L X 11W X 38H CM / 28.7"L X 4.3"W X 15"H

Includes:

- Hand Spade
- Hand Trowel
- Hand Fork
- Garden Hoe
- Leaf Rake
- Shovel
- Garden Gloves
- Tool Bag
- Sun Hat
- Pail



STANLEY® Jr.

GARDEN WORKING TOOLS

SG007-15-SY

15 PC GARDEN TOOL SET

Packaging dimensions:

73L X 11W X 38H CM / 28.7"L X 4.3"W X 15"H

Includes:

- Hand Spade
- Hand Trowel
- Hand Fork
- Leaf Rake
- Shovel
- Garden Gloves
- Tool Bag
- Pail
- Sun Hat
- Garden Tag x3
- Plastic Pot x3



STANLEY® Jr.

GARDEN TOOLS DISPLAYS



STANLEY Jr.

TAKE APART TRUCKS



Take Apart XL



14.5 cm

Take Apart



13 cm

Take Apart dot



8 cm

STANLEY® Jr.

XL TAKE APART TRUCKS- BEST SELLERS



TT002-SY
FRONT LOADER KIT



TT001-SY
DUMP TRUCK KIT



*Creativity.
Imagination.
Fun.*



TT007-SY
EXCAVATOR KIT

STANLEY® Jr.

XL TAKE APART TRUCKS



*Creativity.
Imagination.
Fun.*



TT010-SY
JACKHAMMER KIT



TT003-SY
CEMENT TRUCK KIT



TT005-SY
BULLDOZER KIT

STANLEY Jr.

XL TAKE APART TRUCKT - NEW ITEMS



TT004-SY
FORKLIFT KIT



TT006-SY
FRONT ROLLER KIT



TT008-SY
CLAW TRUCK KIT

STANLEY® Jr.

XL TAKE APART TRUCKS

STEM

SPECIAL BONUS:

Measurement tool skill
on each XL truck!



STANLEY® Jr.

COMBO SETS XL TAKE APART TRUCKS - BEST SELLER



STT004-03-SY

TAKE APART 3 IN 1 SET

Includes:

- Front Roller Truck
- Forklift Head
- Front Loader
- Figurine
- Screwdriver



STT005-03-SY

TAKE APART 3 IN 1 SET

Includes:

- Excavator Truck
- Claw Truck Head
- Jackhammer Head
- Figurine
- Screwdriver

STANLEY® Jr.

CLASSIC TAKE APART TRUCKS - NEW RANGE



TT001M-SY

DUMP TRUCK KIT



TT002M-SY

FRONT LOADER KIT



TT003M-SY

CEMENT TRUCK KIT



TT005M-SY

BULLDOZER KIT



STANLEY® Jr.

CLASSIC TAKE APART TRUCKS - NEW RANGE



TT006M-SY

FRONT ROLLER KIT



TT007M-SY

EXCAVATOR KIT



TT008M-SY

CLAW TRUCK KIT



TT010M-SY

JACKHAMMER KIT



Red Toolbox

PLAY FOR REAL

STANLEY Jr.

CLASSIC TAKE APART TRUCKS - NEW RANGE



TT020M-SY
SNOWPLOW KIT



TT023M-SY
DUMP TRUCK KIT



STANLEY® Jr.

COMBO SETS CLASSIC TAKE APART TRUCKS - BEST SELLER

STT016-M3-SY

TAKE APART CONSTRUCTION SET

Packaging dimensions:

68L X 10W X 38H CM / 26.7"L X 3.9"W X 15"H

Includes:

- Bulldozer kit
- Dump Truck kit
- Excavator kit
- Stanley Figurine
- Screwdriver
- 2 Construction equipment pcs
- 2x Boulders



STANLEY® Jr.

DOT TAKE APART TRUCKS - NEW RANGE



TT003S-SY

CEMENT TRUCK KIT



TT026S-SY

TOW TRUCK KIT



TT027S-SY

TIPPER TRUCK KIT



TT001S-SY

DUMP TRUCK KIT

STANLEY® Jr.

COMBO SETS DOT TAKE APART TRUCKS - NEW ITEMS



STT010-03-SY

3 TAKE APART TRUCK SET

Includes:

- Tipper Truck
- Tow Truck
- Cement Truck
- DOT Screwdriver



STT014-04-SY

4 TAKE APART TRUCK SET
& BATTERY OPERATED SCREWDRIVER

Includes:

- Tipper Truck
- Tow Truck
- Cement Truck
- Dump Truck
- Battery Screwdriver

SPECIAL PRODUCTS & SHOPS

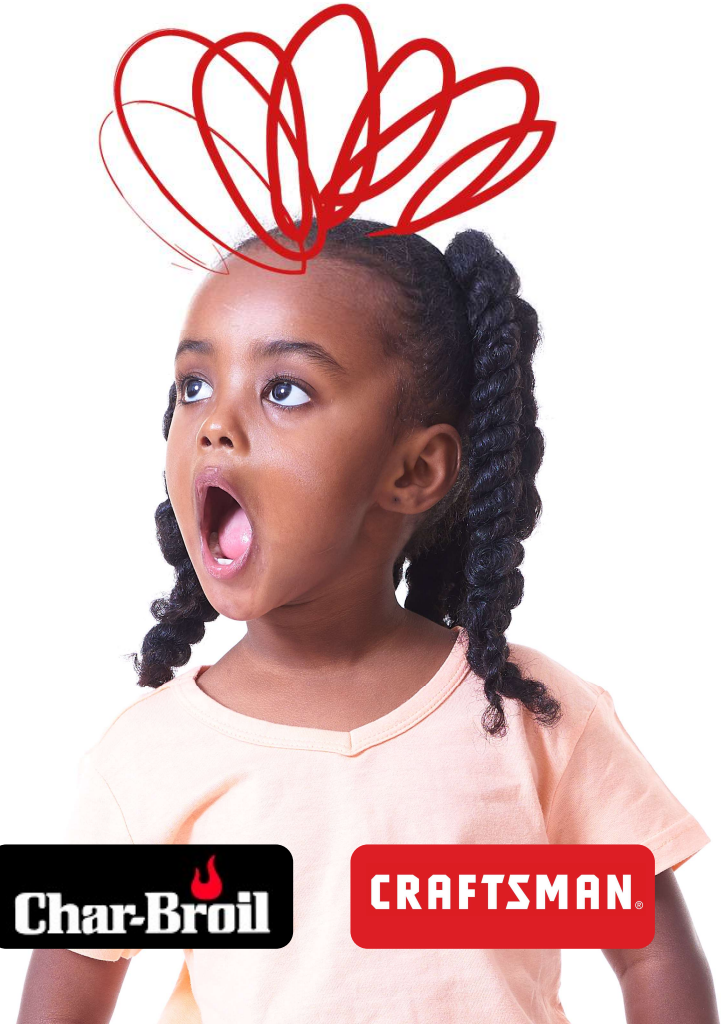
STANLEY Jr.

TASTY
JUNIOR

BLACK+DECKER

Char-Broil

CRAFTSMAN



STANLEY® Jr.



Walmart
Save money. Live better.

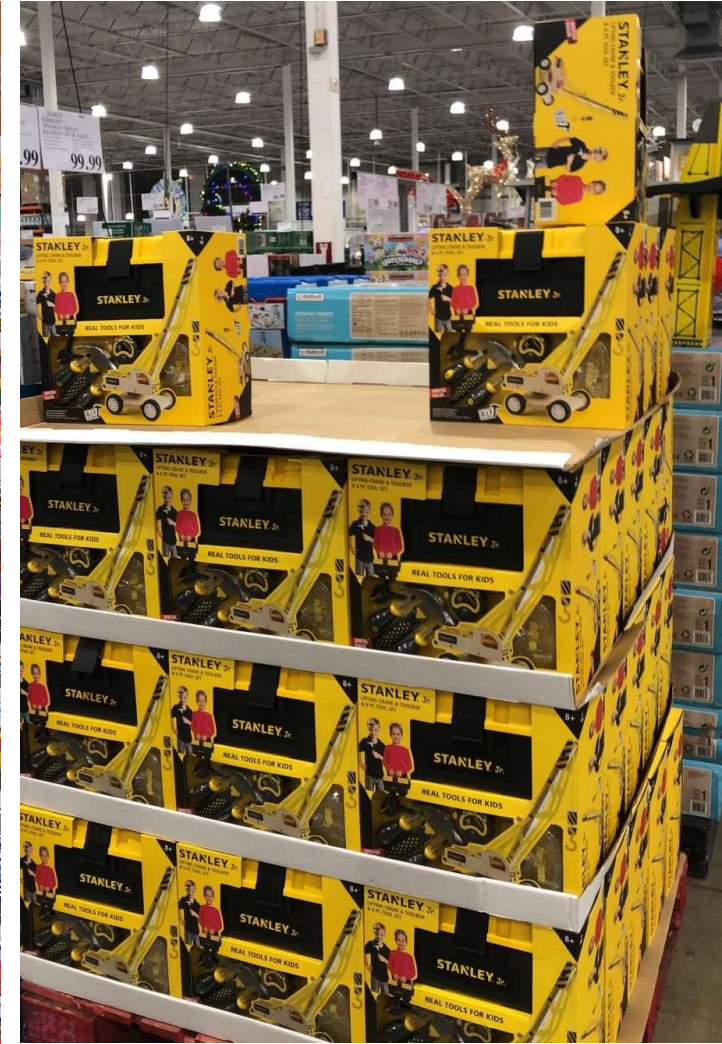



Red Toolbox
PLAY FOR REAL



STANLEY® Jr.

COSTCO
WHOLESALE




Red Toolbox
PLAY FOR REAL

STANLEY Jr.

TJX
THE TJX COMPANIES, INC.
T.J. maxx
Marshalls
HomeGoods


Red Toolbox
PLAY FOR REAL



STANLEY® Jr.



EXHIBITIONS

STANLEY Jr.

TASTY
JUNIOR

BLACK+DECKER

Char-Broil

CRAFTSMAN



STANLEY® Jr.



STANLEY® Jr.



STANLEY® Jr.

ONLINE APP: Our recently launched Stanley® Jr. app contains user generated content, images and manuals

