

# New Look! New Approach!



# A NEW APPROACH AND A NEW LOOK!

The new Lindstrom, a separate business unit within the Bahco Group, markets its products through the world-wide Bahco sales unit organization.

Lindstrom is responsible for developing, producing and marketing cutters, pliers and other precision tools like tweezers and various screwdrivers. The new approach and aim for the future is to expand the tool range with all products belonging to a workbench, and other precision tool applications.

To point out the new approach, and make it easier to communicate our identity, we have made a total revision of the corporate identity. New logotype, new colors and a lot more!

# LINDSTROM®

*The new logotype and new colors*



*The new catalog design*



*The new design of promotion leaflets*



*The new product marking*

*The new packaging design*



*The new exhibition design*

## Cutters and pliers since 1856

*Lindstrom has developed and produced high-precision cutters and pliers since 1856, making us the oldest continuous producer of handtools in existence today. Many have tried to copy the form, appearance and even the part numbers*

*of Lindstrom cutters. But none has been able to successfully blend all the elements required to achieve the level of performance recognized as belonging to a true Lindstrom tool!*

## **New!**

*The latest additions to the range of Lindstrom High Precision Tools are the Torque Screwdrivers. Three adjustable models for varied tasks and four preset models well-suited to assembly operations where multiple torque screwdrivers are used in high-volume production. Please contact us for more information.*



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the new catalog!



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