

HAND TOOLS

Soft-face mallets and forestry tools



CONTENTS

03 PREFACE

04-05 CORNERSTONE SIMPLEX

06-07 IMPACT FOR EVERY INDUSTRY

08-09 WE ARE THE BRAND

10-11 BRAND COMPONENTS

12-15 OBJECTIVES

16-19 OUR BRAND PRESENTATION

20-27 CAMPAIGN

DEAR STAFF MEMBERS AND ESTEEMED BUSINESS PARTNERS,

Brands are much more than just logos, colours or slogans. A brand represents what people associate with us, a promise we make, and the experiences they come to make with us. Our brand is the face we show to the outside world, simultaneously serving as a reflection of our values, our work and our attitude. Our intention with this magazine is to provide you with an up-close and personal look of the overhaul we gave our brand of Halder hand tools. The world of trades is undergoing rapid changes: new competitors, growing requirements and different target groups. By sharpening the profile of our brand, we have created clarity about what role we play in this dynamic world and how we stand out from the rest. One aspect was particularly important to us: our shared understanding of values. After all, what distinguishes us goes beyond the products we make and is rooted in the way we treat each other – in tradition and innovation and in stability and renewal.

A special thanks to all of you for: your commitment, your ideas, and your passion. Without you, Halder would not be what it is today. Let us continue taking on the changes we are facing with pride, demonstrating together that we are more than a company, but a community that sets the pace in its industry.

With kindest regards,



Stefan Halder

Managing Director of Erwin Halder KG

CONTAGIOUS ENERGY

When Erwin Halder invented the SIMPLEX hammer in 1938, he provided the initial impact that is shaping our brand to this day. The SIMPLEX was not just a hammer – it was the expression of an innovative mind that was looking for a solution for craftsmen who needed a versatile and durable tool. Its ingenious design and the possibility of combining different punch inserts allowed the SIMPLEX to revolutionise the market.

This ground-breaking invention forms the cornerstone of everything that constitutes Halder: the ability to merge tradition with innovation in a way that makes the crafts better. Even today, we are living up to this claim, as innovation remains deeply rooted in our business.



Ihre *Schlagkraft* wird *erhöht*

Ein Vergleich

mit den üblichen durch den **Simplex-Schonhammer**
Hämmern überzeugt!

Bedeutende Unternehmen
sind langjährige
Dauerabnehmer!



Simplex-Schonhammer
DRGM.

mit auswechselbaren Einsätzen aus Gummikomposition

Vorteile:

Höhere Schlagwirkung,
die auch bei abgenutzten Einsätzen gewährleistet ist, durch sorgfältige Gewichtsverteilung —

Leichtes Auswechseln der Einsätze
durch Lösen der Spanschraube —

Mit 1/3 der üblichen Kosten
wieder einen vollwertigen Hammer

Fast unbegrenzte Lebensdauer
der Aufnahmeteile, die aus bestem Temperguß hergestellt sind —

Absolut sichere Befestigung des Stiels,
welcher sich nach außen verjüngt und ebenfalls auswechselbar ist



| Modell | Abmessungen Einsatz-Ø × Höhe × Länge | Gewicht des Hammers | Stück- preis RM |
|--------|--|---------------------------|-----------------------|
| SH 40 | 45 × 110 × 280 | kg 0,500 | 4.05 |
| SH 50 | 55 × 135 × 320 | kg 0,800 | 5.20 |
| SH 60 | 65 × 145 × 350 | kg 1,050 | 6.30 |

Materialaufpreis 10%

Sechskantschlüssel

zum Auswechseln der Einsätze

für Hammer SH 40 RM. —.45 für 1 Stück
für Hammer SH 50,60 RM. —.55 für 1 Stück



Einsätze aus Gummikomposition

SH 40 RM. —.85 für 1 Stück
SH 50 RM. 1.20 für 1 Stück
SH 60 RM. 1.70 für 1 Stück

Materialaufpreis 10%

Sofort lieferbar!

Maschinenfabrik Erwin Halder  **Bronnen** über Laupheim
Württemberg

Werkzeug-, Vorrichtungs- und Apparatebau, Vorrichtungsnormalien

Bahnstation: Bronnen bei Laupheim - Fernruf 339 Laupheim

D 101

2.41 1000 G

IMPACT FOR EVERY INDUSTRY

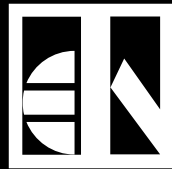
We at Halder are not just a manufacturer of hand tools – we are the benchmark in the field of soft-face mallets. Since 1938, when our founder Erwin Halder invented the SIMPLEX hammer, we have been setting new standards with every blow. Known for its versatility and durability, this hammer was the first of many steps that moulded our brand into what it is today: an embodiment of innovative quality products that are gentle on men and material.

In the course of the decades, generations of craftsmen have used our tools to create amazing things. No matter what project you embark on, we work right beside you to jointly achieve the best possible outcome. Your ambition and our craft form a union that has no equal. Our mix of state-of-the-art technology and traditional craftsmanship lets us guarantee that every tool that leaves our workshop meets the highest standards.

Aside from engineering tools, we at Halder generate strength and trust with every blow of the hammer. Your passion inspires us to do our best every day in a bid to jointly pave the way for a future that is built on quality, reliability and innovation. We are the original serving true originals and inject the right impact into every industry.



A brand is more than just a logo or slogan. It comprises the overall experience that our customers share with us. From developing our hand tools to direct customer contact – at Halder we are proud of our heritage and the future we shape in concert with you.



THOSE WHO KNOW HOW THEY WANT TO BE PERCEIVED PROVIDE DISTINCT IMPACT. BASED ON THE FEEDBACK OF OUR CUSTOMERS AND OUR VISION, WE AT HALDER HAVE DEFINED OUR OWN UNIQUE IMAGE ATTRIBUTES.

BRAND MEANS THAT WHICH YOU EXPERIENCE WITH US.

Authentic

Halder stands for genuine, honest values and a down-to-earth attitude. We are approachable and trustworthy, always at eye level with our customers and partners.

Original

Halder is the original in the soft-face mallet segment – customers specifically seek out our products because they epitomise premium quality and one-of-a-kind performance. For many, there is no alternative to Halder because we are known for unparalleled reliability and precision.

Ease

Halder turns work into a breeze and ensures that our customers can focus on the essentials. Offering flexibility and creative solutions, we deliver a worry-free experience for every challenge.

User-oriented

Always putting our customers front and centre, we develop tools that perfectly fit their needs. Ergonomic, versatile and smart – Halder makes everyday life easier with well-thought-out and modern products.

Sustainable

Sustainability is our top priority. Our use of modular concepts and a resource-saving production make an active contribution to environmental protection and promote the longevity of our tools.

Intuitive

Our products are easy to use and always close at hand – whether in the trade or at home. At Halder, we focus on effortless and easy-to-understand application, allowing everyone to get started right away.

CORE COMPETENCE

01

Which skills set Halder apart from other manufacturers on the market? What makes us a loyal partner for the daily work routine? True core competence goes far beyond individual product characteristics – and rather boils down to a question of philosophy. We define the core competence behind our Halder products as “effectively versatile”. Halder products such as the SIMPLEX or SUPERCRAFT boast the “versatile” design necessary to successfully complete a wide range of jobs - whether they are performed by craftsmen, professionals or do-it-yourselfers - and to make work more effortless and enjoyable. “Effective” describes what the products deliver. Used with just the right amount of force, they always deliver optimal results without straining the user. Because that is what counts: easy handling in every situation. And the best part is: they are durable – robust, wear-resistant and made to withstand the day-to-day challenges. Halder quality that lasts. A lifetime is long.

RIGHT TO EXIST

02

Our clear response to the question as to why anyone should opt for Halder is that: our tools are durable, versatile and easy to handle and ensure that our users will sustain no physical harm whatsoever. In this way, we can help you turn your ideas into a reality you can touch.

VALUES ARE THE GUIDE RAILS OF OUR CORPORATE CULTURE.

If our image is the goal of how we want to be perceived, then our values are the momentum that guides us on this path. At Halder, we are a community with diverse backgrounds and experiences. Different perspectives enrich our work, but one thing is non-negotiable:

The respectful and appreciative interaction with one another. These values are our common foundation – they give us orientation and make us stronger as a team; because only together do we generate the impact that makes the difference.

04

BRAND CORE

Halder keeps the crafts moving – with every blow and every strike, and in every project. We combine decades of experience with targeted innovation in the areas of safety, material protection and service. Our tools promote effective work that is gentle on both man and material. As the original of the industry, we are proud of our history – as it shapes us and drives us forward. Our brand core can therefore be summarized in one succinct sentence:

"We are initiators and always provide new impetus for do-it-yourselfers and professional craftsmen alike to take their work to the next level. With our tools, we offer them the best possible support in tackling their tasks with the same passion and dedication that propels us forward."

OUR VALUES

ACCOUNTABILITY

APPRECIATION

STRENGTH OF PURPOSE

ENTHUSIASM

CURIOSITY

COURAGE





BOLSTERING OUR BRAND & GIVING IMPACT FOR THE FUTURE

Why all this? Our clear goal is to put Halder on even stronger footing for the future, to acquire new customers and to further fortify the trust our existing partners place in us. Because at Halder we know that we are not limited to supplying tools – we are giving incentives for change and progress. Here are our key goals at a glance:

Recognition

Strong positioning makes it possible for Halder to be recognised instantly – wherever we come into contact with our customers. Our brand identity creates clarity and ensures that the impact we provide sticks in people's memories.

Differentiation

We set ourselves apart by calling attention to our unique strengths. Halder stands for quality, durability and innovative solutions that make the difference.

Customer loyalty

A strong brand brings about trust and loyalty. Our customers know they can rely on Halder – because our tools are just as strong as the people who use them.

Increase in brand value

A clear-cut brand identity lets us establish exactly who we are and what we can do. Aside from strengthening our negotiating position, it thus also provides impact for long-term success.





BRAND IDENTITY FORMS THE CORE OF HALDER

IT GIVES US
DEPTH,
AUTHENTICITY
AND A CLEAR
COURSE.



OUR IDENTITY HELPS US ACHIEVE THE FOLLOWING GOALS:

➤ Clarity & consistency

Our brand DNA ensures that we communicate in a plain and uniform way – from the design of our tools to the interaction with our customers. Every incentive fits the overall picture.

➤ Strengthening our identity

Our DNA defines who we are and what makes us unique. Halder is not just a manufacturer – we are partners for craft professionals and innovation leaders in the tool sector.

➤ Staff dedication

A strong brand identity motivates our team, because everyone at Halder knows what we represent. We generate fresh impact that fills us with pride and shapes our work.

➤ Long-term success

A distinct brand DNA puts us in a position to develop long-term strategies and successfully implement them. This helps us not only to remain relevant, but also to actively drive the market forward.

BY POSITIONING
OUR BRAND AND
SHARPENING OUR
IDENTITY, WE
CONSOLIDATE OUR
IMAGE IN THE MINDS
AND HEARTS OF THE
PEOPLE WHO COME
INTO CONTACT
WITH US.



PROGRESS STARTS WITH THE RIGHT IMPACT.

Solely focus on your project, we provide the tool that paves the way for your success. This is the self-image we convey in Halder's brand communication. Reflecting our roots and our identity, the Halder impact waves we have created are a symbol that represents our brand philosophy. They symbolize the energy that we bring to such industries as gardening and landscaping, joinery and forestry and to our products and services that leave their mark on these industries. With us, you will succeed in every project. The next section will explain the details behind the Halder impact waves and how they will be used in the future.



”

THE WAVES ARE A METAPHOR FOR THE EFFECT THAT OUR TOOLS GENERATE – EACH BLOW SETS IN MOTION A WAVE. A WAVE OF PROGRESS. THE IMPACT WAVES SYMBOLIZE OUR ONGOING STATE OF DEVELOPMENT. THEY SHOW THAT HALDER NEVER STANDS STILL, BUT CONSTANTLY GENERATES NEW IMPACT.

01

WORDS WITH A PUNCH – HEADINGS THAT STICK IN YOUR HEAD

Halder's headings arouse emotions through creative puns and addressing their beholder directly. Examples such as "The corner artist" or "Neat as a pin" catch readers off guard and stick in their heads. We use powerful phrases, such as "Pure power and full control" or "For rough jobs", to emphasise the strength of our tools. Similarly, humorous headlines such as "King-size softie" or "The out-of-this-world dream team", win readers over and convey light-heartedness. This type of language allows us to draw attention and arouse curiosity. Halder tools are more than just tools – they make the difference.

02

ROOTS IN SWABIA, COMMUNICATION WORLD-WIDE

We at Halder are proud of our Swabian roots, as they encapsulate reliability, precision and a down-to-earth attitude. This is why German is our primary language, followed by English for our international customers. We attach importance to ensuring that everyone feels understood, regardless of their language. For us, direct contact is what matters, and that is why we always provide local contacts who ensure that no one is excluded – because closeness and fully comprehensible communication are part of our identity.

03

LANGUAGE – HONEST, EASY, POWERFUL

Halder makes your work easy-peasy – and that is reflected in the way we talk. Truthfully, directly and with power. We are close to our customers, always aware of ourselves and always with a wink in our eyes. Because the right mix of light-heartedness and humour gets you into the flow necessary for you to achieve your goals. Halder transfigures your work into an experience that is fun.

AUDIBLY STRONG – FULL-TONED IMPACT

Our tools speak a powerful language, and you are sure to hear us before you see us. The rich sound of our soft-face mallets generates an unmistakable sound signature that will stay with you at every Halder point of contact. Not only is Halder visible – we are audible as well. Our sound epitomises strength, soft safety and the moment when everything falls into place.

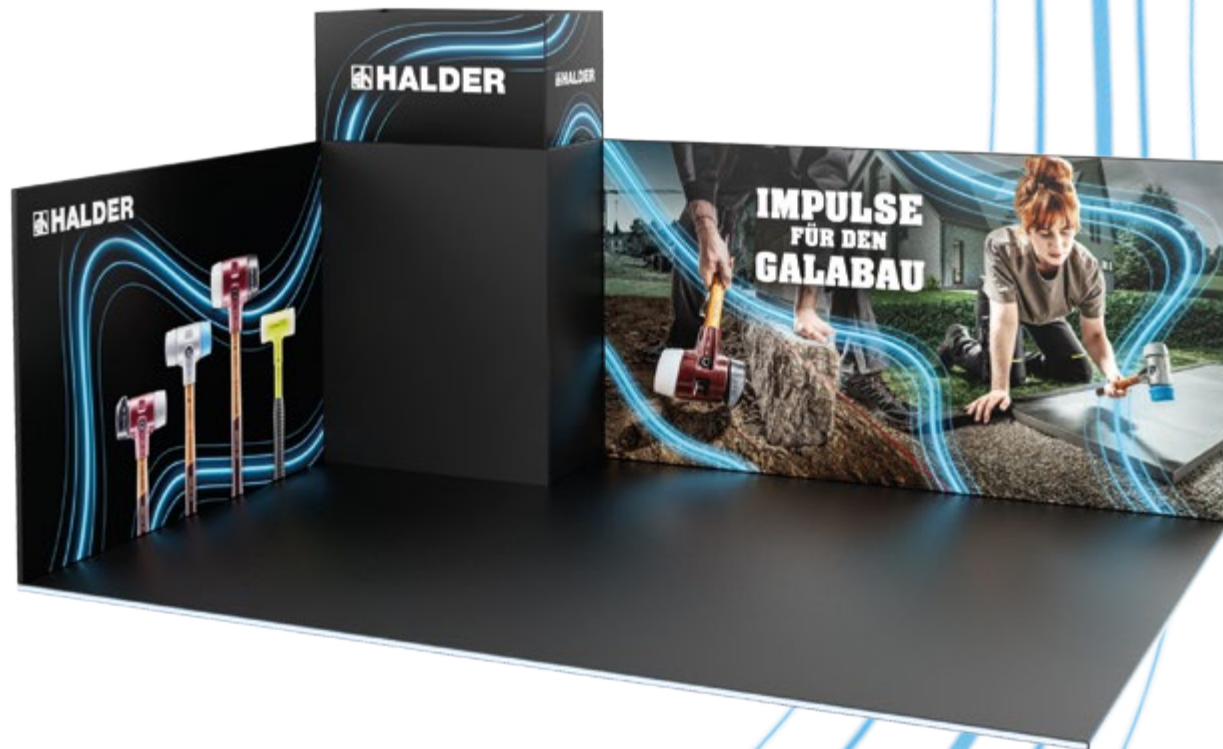
04

HALDER COMMUNICATION



VISI- BILITY

Powerful images, clear language, targeted impact. We turn good things into great things and constantly take steps to enhance our appearance at all points of contact. Because, ultimately, all that counts is: the top spot on the minds of professional craftsmen and do-it-yourselfers.



GENTLE EFFECTIVENESS WITH NO REBOUND.

We use our brand appearance as a way to show who we are and what defines us. Using powerful images, we put tools and people at the centre of attention. Dark, earthy colours and deliberately chosen lighting effects emphasize passion and determination in the application of our products. Eye level perspectives remain an effective means to give our pictures a heroic touch and make craftsmanship visible. Even our language reflects our approach of remaining clear and down to earth. We use plain, no-frills language with the craftsmen and speak to them with honesty and a touch of humour. Our headings are succinct and to the point, highlighting the advantages of our tools – we are partners at eye level for true originals.

IMPACT WAVES

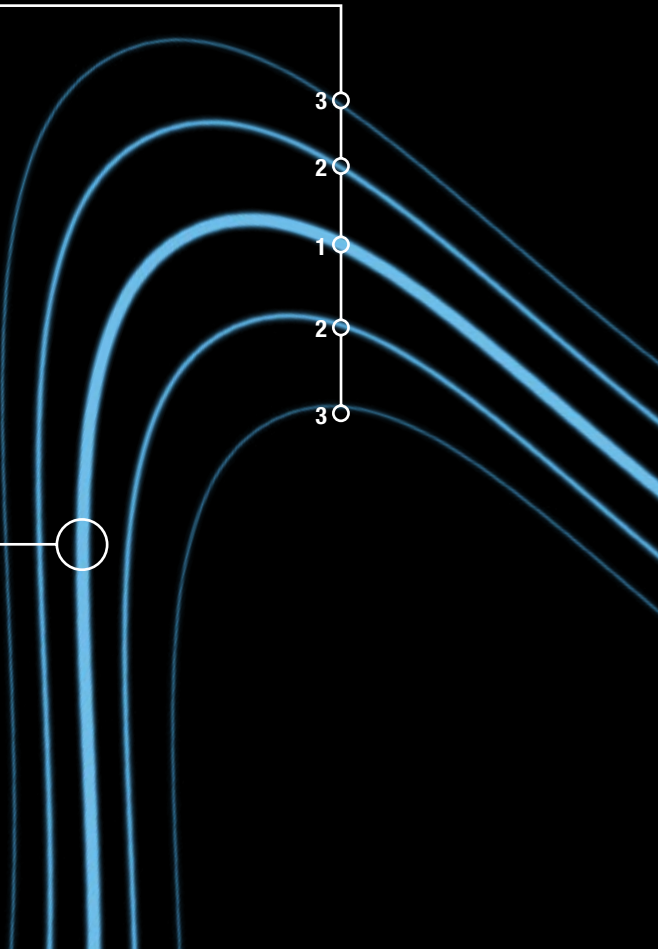
Line composition

Main line + side lines

The thickest line in the centre forms the main line (1). Each main line is surrounded on both sides by two side lines (2, 3). These decrease in their line thickness and opacity the further they are away from the main line. An impact wave thus consists of 5 lines, which should not be separated in the composition, but instead always run together in front of or behind objects in spatial use.

Glow effect

The main line (1) and the side lines (2, 3) possess a glow effect, which also decreases with increasing distance to the main line. The glow effect must be adjusted individually depending on the contrast to the background.



Arrangement and quantity

The impact waves can be used both in application images and on textured and solid backgrounds. As a general rule, the number of impact waves should range between 2 and 3. In special formats, it is possible to increase this number. The impact waves must be arranged in such a way that they are perceived visually as flowing in one direction. It is therefore necessary to avoid any arrangements in which the individual waves appear to travel in opposite directions.

Orientation - point of origin

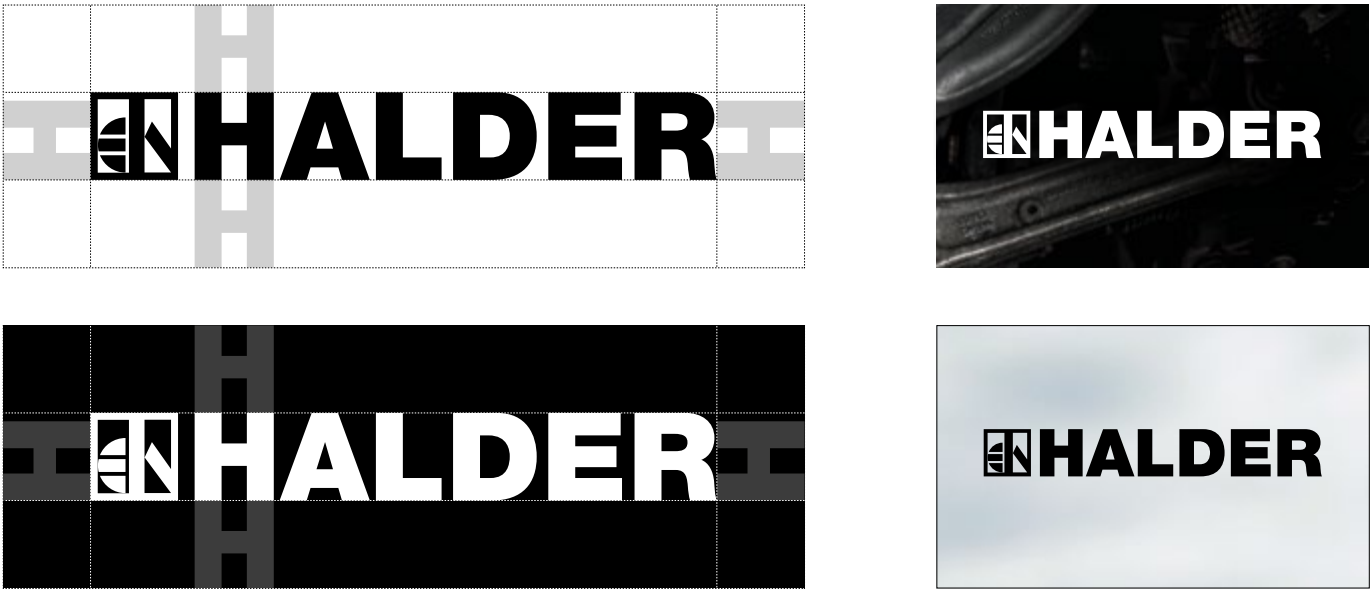
The direction/point of origin of the impulse wave propagation can be selected flexibly and is not subject to any fixed guidelines. This allows for a fluid design in a wide variety of formats.

Composition in images

If used in an image, impact waves should be positioned as three-dimensional objects. This means that the waves flow flexibly around different objects or people, either in front of them or behind.

LOGO AND COLOURS

Composition and colour values



| Black | | White | | Cyan | | PRIMARY |
|---------|----------------------|--------|-----------------------|---------|---------------------------|---------|
| HEX | #000000 | HEX | #ffffff | HEX | #009ee3 | |
| RGB | 0 0 0 | RGB | 255 255 255 | RGB | 0 158 227 | |
| CMYK | 0 0 0 100 | CMYK | 0 0 0 0 | CMYK | 100 0 0 0 | |
| PANTONE | Pantone Black | RAL | RAL 9003 signal white | PANTONE | Pantone Process Cyan | |
| RAL | RAL 9005 Jet black | ORACAL | Oracal 751-010 white | RAL | RAL 230 60 40 | |
| ORACAL | Oracal 751-070 black | | | RAL | RAL 5015 | |
| | | | | ORACAL | Oracal 751-053 light blue | |
| | | | | HKS | HKS 47 | |

| Concrete grey | | Pebble grey | | Ice blue | | GRADES |
|---------------|-----------------|-------------|-----------------|----------|-----------------|--------|
| HEX | #706f6f | HEX | #dadad9 | HEX | #a1d9f7 | |
| RGB | 112 111 111 | RGB | 218 218 218 | RGB | 161 218 248 | |
| CMYK | 0 0 0 70 | CMYK | 0 0 0 20 | CMYK | 40 0 0 0 | |

| Brick red | | Forest green | | Sand yellow | | SECONDARY |
|-----------|-------------------|--------------|-------------------|-------------|-----------------|-----------|
| HEX | #99323a | HEX | #4c7160 | HEX | #fdd385 | |
| RGB | 154 51 59 | RGB | 77 114 96 | RGB | 254 211 134 | |
| CMYK | 15 85 60 35 | CMYK | 70 35 60 25 | CMYK | 0 20 55 0 | |

TYPOGRAPHY

Use of fonts

MAIN HEADING

EXAMPLE OF TWO LINES

Here, the teaser text could be set in Helvetica Neue LT Pro with the Medium style. This text provides a brief overview or introduction to the subsequent segment of text.

The SIMPLEX soft-face mallet

The SIMPLEX soft-face mallet of the 3101 series is equipped with the blue TPE-soft insert (series 3201) on either side. This insert is the softest insert of the SIMPLEX line and offers strong impact cushioning for work requiring a light touch. Unlike conventional rubber mallets, it does not leave behind any undesired black marring. The extra light aluminium housing with built-in handle protection sleeve allows the user to easily apply and control the right amount of impact force.

The SIMPLEX soft-face mallet

The SIMPLEX soft-face mallet of the 3101 series is equipped with the blue TPE-soft insert (series 3201) on either side. This insert is the softest insert of the SIMPLEX line and offers strong impact cushioning for work requiring a light touch:

- Bullet point example 1
- Bullet point example 2
- Bullet point example 3
- Bullet point example 4

- Main heading
Aachen Pro Bold
- Teaser
Helvetica Neue LT Pro Medium
- Partial headings
Helvetica Neue LT Pro Bold
- Continuous text
Helvetica Neue LT Pro Roman

SHAPES

Eye-catchers



Ex. 1: Eye-catcher, stand-alone

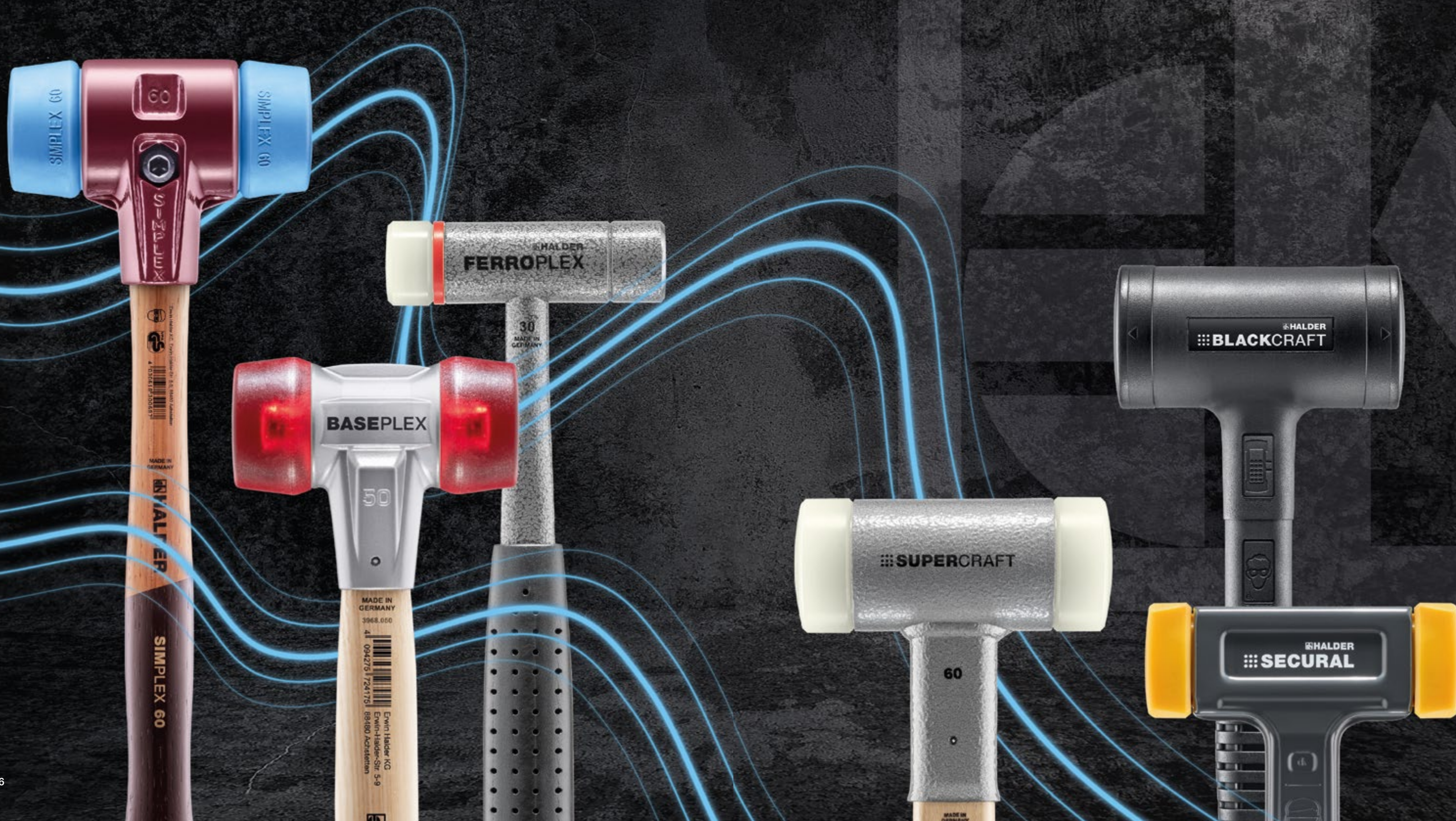


Ex. 2: Text-eye-catcher, on product

IMPLEMENTATION EXAMPLES

Combination of the design elements





ALL IMPORTANT IS THE FEELING THAT STRONG BRANDS CONVEY.

For us, this means sending out a clear signal:
Every impact, every product and every encounter
is a reflection of Halder's values. Thank you all for
your trust, your loyalty and your commitment.
Without you, there would be no progress and no
new approaches to shaping our industry. It is you
who create the feeling that makes Halder unique
and that is beloved by professional craftsmen and
do-it-yourselfers alike.

Thank you very much.