

# Milwaukee®

## BUILDING THE FUTURE... R-e-s-p-e-c-t for the Trades



The Red Zone Experience



"Just think, some guys only get to work with pens."



Trade Ads



**Back of T-Shirt\***  
"NOBODY EVER GOT A BLISTER  
BUILDING A WEB SITE."  
MT090 - Ash  
MT088 - Black

"THERE AREN'T MANY JOBS WHERE YOU HAVE TO BE AS TOUGH AS YOU ARE SMART."  
MT093 - Ash  
MT092 - Black

\* Milwaukee logo on front of T-Shirt.

**NEW Spanish Version!**  
**Back of T-Shirt\***  
"¿QUE SEIRA DE LA CONSTRUCCION SI NO HUBIERA LATINOS? NADA."  
MT159 - Ash  
MT158 - Black



2005 Desk Calendar  
(Available after November 2004)

To order "Respect For The Trades" T-Shirts or 2005 Desk Calendar call 1-800-721-4191 or visit our website [www.milwaukeetool.com](http://www.milwaukeetool.com) and click on "Milwaukee Gear"





Rodney Dangerfield gets none of it, Aretha Franklin asks for it, and the trades definitely need it. We're talking about a little R-E-S-P-E-C-T.

If you've seen our new ads or been to a recent Milwaukee event, you might have noticed a new look, featuring real tradesmen. It revolves around respect for what you do, both on and off the job site.

### RESEARCHING THE TRADES

Milwaukee interviewed hundreds of trades people across the country, many of them Heavy Duty Club Members, asking about your jobs, your tools, and what is

important to you. Here's what you told us: You like your jobs, your independence from an office and even the changes in weather. You like the guys you work with and the challenges you face when the blueprints aren't right. You have fun, but you're not the loud mouth braggart shown in beer commercials. More realistically, you like using your experience and skills to help apprentices and others in your communities. You're dedicated and take great pride in your work, even to the point of photographing a job or taking your family to see it. But your biggest frustration is people who don't value the knowledge, effort and experience it takes to build bridges or their homes. Your job is just as important to our society as a teacher, doctor or a lawyer. Your tools are important as well, and you rely on them each day to perform without returning or repairing tools that fail.

With your average age at 47, the trades have a potential crisis in the making, as you retire in the next 10-15 years. Vo-tech schools tell us that fewer young people than ever are entering the trades, partly because the Nintendo generation hasn't been sold on all that the professional trades offer.

### BUILDING THE NEXT GENERATION

At the end of this research, we knew that although Milwaukee has always respected the trades, we could help get the message through to everyone else, that work in the trades is challenging and rewarding, especially for the next generation of professionals. Milwaukee can help get more recognition - and respect - for what you do through our communication efforts. We understand our business can only be as strong as the trades.

### A MESSAGE WITH MEANING

Other power tool companies focus only on their latest products' features and benefits. We developed the Respect message to show the value of honest labor, your pride in workmanship and the passion and dedication you bring to your job. We hope to elevate the trades and raise the consciousness of trade careers as an option. As you told us, a career in the trades beats many jobs in the service sector or dwindling manufacturing jobs. They can be more rewarding than white-collar careers in many ways, too.

Working closely with Vo-tech schools, trade associations, unions, Habitat-for-Humanity and Fire and Rescue training we plan to convey the "Respect for the Trades" message in all of our brand communications from trade ads, calendars, T-shirts and screen savers to Vo-tech recruitment posters.

### RED ZONE EXPERIENCE

To get the message out we've launched the Red Zone Experience, a 53-foot interactive mobile event and training vehicle designed to provide hands-on testing of Milwaukee tools for professional tradesmen and women. The Red Zone Experience offers power tool application and safety training as well as provides the latest new product innovations from Milwaukee. The 53-foot trailer has pop-out sides that expand the rig into a mobile training center and also has extensive areas for contractors to

test new products. It is designed with three separate zones that feature the Milwaukee Experience - a job-site themed theater for video presentations, a training facility/display area and a product testing area.

Additionally, Milwaukee intends to elevate the trades and raise the consciousness of trade careers as an option. The Red Zone Experience is being used to promote to potential students the benefits and rewards of careers in the trades using Milwaukee's Respect for the Trades message.

Visit the Milwaukee website to see when the Red Zone Experience will be in your area.



### AN OLD CONCEPT

Of course, Milwaukee will continue to build nothing but heavy-duty tools. Unlike competitors who spend millions on marketing hype, we have always focused on end-user research, innovative designs and quality components to solve everyday problems. We respect tradesmen through manufacturing tools designed with better ergonomics, anti-vibration handles, lower noise ratings and dust collection bags as well as innovative, productivity enhancing features such as adjustable handles. You work hard enough and we need to provide tools that are faster, easier and safer, as well as more comfortable to use.

In addition, we have always focused on "training the trades" through our sales reps and training department. We offer safety education, training videos and manuals to Vo-tech schools, fire stations, unions, trade organizations, our distributors and their service repair technicians.

### SERVICE/SUPPORT

You also told us how important it is for manufacturers to stand behind their products. We understand that you need your tools to last day in and day out, for this reason serviceability is designed into every tool we produce. If a problem does arise, we offer the largest authorized service network available to get you and your tool back on the job fast, because we recognize your time is money.

### HELPING OUR COMMUNITIES

And like you, our employees help our communities, quietly and without hype. We annually support Habitat for Humanity, SIDS, Special Olympics, United Way, PBS television and more. We give back to our communities through our long standing support of Habitat for Humanity, with tools, vehicles, volunteers and financial aid. After all, we all share the same vision of building our communities...The back of our new catalog sums it up best:

**PRIDE IN WORKMANSHIP. RESPECT FOR HONEST LABOR. DEDICATION TO MAKING A DIFFERENCE. THESE ARE THE BELIEFS WE SHARE WITH THE PROFESSIONAL MEN AND WOMEN WE SERVE.**

Nothing but heavy duty

