



**NEWS RELEASE**  
For Immediate Release  
To U.S. Publications Only

**For More Information, Contact:**  
Rick Secor  
(262) 656-5561  
[richard.secor@snapon.com](mailto:richard.secor@snapon.com)

## **Expanded Snap-on Tools catalog boasts 1,300 new products**

**Kenosha, WI (Jan. 11, 2018)** – Snap-on Tools released its new CAT1400 catalog this week featuring 1,300 new items. Showcasing more than 23,000 total products, the 824-page catalog includes the latest in hand tools, tool storage, power tools, diagnostics and shop and tech equipment.

“The Snap-on catalog continues to grow as we create innovative new products to meet customers’ ever-changing needs,” says Yvette Morrison, vice president of marketing for Snap-on Tools. “Incorporating customer and franchisee feedback, our catalog features easy-to-navigate organization and layout, along with enhanced images and stories of the people who bring our products to life.

“CAT1400 acknowledges the dedicated associates across our Snap-on plants who take great pride in producing the best products in the industry. This catalog conveys the human element of professional tools throughout, and offers insights into how Snap-on can help elevate customers to the next level in their work.”

Snap-on will offer an app for tablet or smartphone and a digital version available through the company’s website. The Snap-on product catalog is available in English, Spanish and French versions. Customers can learn more about the new Snap-on Product Catalog (CAT1400) by contacting their participating Snap-on franchisee or representative, calling toll free 877-SNAPON-4 (877-762-7664) or visiting [www.snapon.com](http://www.snapon.com)

### **About Snap-on Tools**

Snap-on Tools is a subsidiary of Snap-on Incorporated, a leading global innovator, manufacturer and marketer of tools, equipment, diagnostics, repair information and systems solutions for professional users performing critical tasks. Products and services include hand and power tools, tool storage, diagnostics software, information and management systems, shop equipment and other solutions for vehicle dealerships and repair centers, as well as for customers in industries, including aviation and aerospace, agriculture, construction, government and military, mining, natural resources, power generation and technical education. Snap-on Tools is one of the largest non-food franchise companies in the world, selling its products and services through franchisee, company-direct, distributor and internet channels. Snap-on Incorporated, which was founded in 1920, is a \$3.4 billion, S&P 500 company located in Kenosha, Wisconsin, with operations throughout the world. For additional information, visit [www.snapon.com](http://www.snapon.com).

###

