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## Snap-on launches “Snap-on Stickers” photo app

**KENOSHA, Wis. (Sept. 27, 2018)** – Tool enthusiasts looking to digitally share their Snap-on loyalty can now enhance text messages and photos with a variety of branded stickers from the “Snap-on Stickers” app available for iOS devices on iTunes and Android devices on Google Play.

The initial launch pack contains 20 stickers – 14 animated and six static – for a range of uses in text conversations. Created for franchisees, technicians and other Snap-on fans, this set of stickers spans every possible #mood from “On my way!” to “You can fix it!” Upon downloading the app, users can easily send stickers within mobile messaging and edit photos. There’s also an option to enable the app as one of your favorite embedded keyboards.

“We know that Snap-on brand loyalty is evident with both our franchisees, who love to deck their trucks out in Snap-on gear, and technicians, who proudly affix the Snap-on name in a myriad of shop applications,” said Yvette Morrison, vice president of marketing for Snap-on Tools Group. “Every day we find ourselves thankful for our fans and their unwavering zeal. As the digital media landscape continues to expand, this app is an opportunity to insert a unique communication platform right in the hands of our users.”

Morrison went on to note that stickers are an increasingly popular way to communicate and imagery is more quickly consumed than text, sometimes more aptly conveying emotion. Branded stickers inspire a sense of shared community and provide fun, engaging content for consumers.

Snap-on partnered with Bare Tree Media to illustrate and animate the stickers, and develop the app based on its trusted sticker-photo-keyboard platform. The stickers feature various tool and shop scenes with brand slogans and popular catchphrases. “Go Loooooong” shows a long-neck ratchet, while another that says “get a grip” demonstrates a pair of pliers maneuvering a heat-treated wire. A technician slides out from under a vehicle on a creeper in a sticker indicating “I’m busy,” and a diagnostic screen flashes with the words “Know-It-All” to indicate electronic troubleshooting. Other stickers celebrate iconic symbols such as the Snap-on “S,” a rolling tool storage cabinet reading “Mr. Big,” and a Flank Drive® wrench. Additional packs are planned for future updates, including holiday stickers.

To show your Snap-on pride in messages and photos, download the free Snap-on Stickers app from the [Apple App Store](#) or [Google Play](#). Customers can learn more about Snap-on tools by contacting their participating Snap-on franchisee or other sales representative, visiting [www.snapon.com](http://www.snapon.com) or calling toll free 877-SNAPON-4 (877-762-7664).

### About Snap-on

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 \$3.7 billion, S&P 500 company located in Kenosha, Wis. with operations throughout the world. For additional information, visit [www.snapon.com](http://www.snapon.com).

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