

## One brand, two strong lines: **GEDORE welcomes new product line GEDORE red**



Exciting news from the house of **GEDORE**: the toolmaker in Remscheid is bidding farewell to the second brand **carolus**, and welcoming the **new product line GEDORE red** in its place!

This means that from April, there will be two product lines under the **GEDORE** brand name. The premium product line in the familiar (corporate) blue with a comprehensive range in the high-end segment, and the second product line, which will now be seen in a new red communication world. The international merger of various **GEDORE** brands is in line with the clear aim of a uniform worldwide brand and the resulting benefits for everyone, in particular the customer.

The extensive **GEDORE red** range has been matched specifically to customer requirements, and is based in the medium price segment. So this year brings innovations such as hammers with fibreglass handles and Stillson pipe wrenches that will soon be available from retailers. Whether a craft workshop, vehicle workshop or keen DIYer, **GEDORE red** will facilitate safe and precise working in any field.

**GEDORE red** and **carolus** will remain together on the shelves for a while yet until **carolus** has sold out.

**Further information is also available at [www.gedore.com](http://www.gedore.com).  
News, updates and stories about GEDORE red can also be found on Facebook.**

### **ABOUT GEDORE red:**

Designing functional tools by focusing on the essential and using innovative ideas - this is what GEDORE red stands for. This product line of the GEDORE Group knows what sophisticated craftsmen and handymen require. GEDORE red combines high product quality with an excellent price-performance ratio.

The extensive product portfolio of GEDORE red includes over 1,000 products, which are sold in more than 48 countries around the globe. In addition to operating tools, workshop equipment, screw and torque wrenches, the range includes impact sockets, screwdrivers and pliers, and much more.