

# Wright Tool Rebranding

## Wright – Remanufacturing A Manufacturer

### Challenge

Wright Tool Company was looking for a way to rebrand itself – in other words, to update its image. Founded in 1927, the hand tool manufacturer wanted to upgrade its position in the heavy-duty tool marketplace. At the same time, Wright was looking to increase its appeal to special niche markets such as power, mining, oil/gas and construction.

### Solution

Sunnhalter developed a cool new identity for Wright that included a new logo and an alliterative tagline, "Perfecting Performance™." (Say that quickly three times.) In addition, we redesigned and modernized the company's marketing materials – everything from the catalog, packaging and sell sheets to electronic and social media. In short, we helped a company founded more than 80 years ago and brought it into the 21st Century while maintaining its position as a market leader for its type of tools.

### Results

With the new identity, Wright Tool has repositioned itself as a key player in specialized, heavy-duty hand tools. Its niche markets now look to Wright for solutions unique to their industries, including development of custom, one-of-a-kind hand tools. It's a brand in demand!

