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hilmor™ and nxtMOVE Partner on New Line of HVAC/R Tools and Equipment

hilmor Debuts Revolutionary Tool Line

April 2013, East Longmeadow, Mass.---- hilmor™, manufacturer of one of the most extensively researched lines of HVAC/R tools and equipment, recently launched a range of tools and equipment designed to revolutionize the HVAC/R industry. As a part of the development of the hilmor marketing strategy, nxtMOVE partnered with the company to develop a comprehensive market sizing and competitive analysis.

“This exciting product launch would not have been possible without the help of our partners,” says Emily Bavaro, Director of Marketing. “We are very proud of the work that we did with nxtMOVE. Their involvement early in the project helped the team make strategic market entry choices.”

Identifying the HVAC/R market as an area with unmet user needs was the first step in creating the strategy. “We are excited about the launch of hilmor™, our first new brand in many years, which is built alongside our leading Irwin® and Lenox® tool families,” said Rich Mathews, Sr. VP of Marketing for the Tools Business Segment of Newell Rubbermaid. “nxtMOVE helped us set the foundation of deep user insight, where we were able to bring innovation and superior design. We are reinventing the HVAC/R category by applying the resources of a \$6 billion corporation to our tools business, which is one of our top three growth priorities.”

The full menu of hilmor products being launched features 150 separate items across multiple categories. The new range of hilmor manifolds, gauges and electronics are easier to use with push-button simplicity and backlit dial faces. The new hand tools encompass everything from flaring tools to nut drivers, and hold more securely and ensure better alignment.

About hilmor: hilmor is revolutionizing the HVAC/R industry with smarter, more effective tools and equipment. Backed by one of the largest research investments in the history of the HVAC/R industry, hilmor is dedicated to making technicians’ jobs easier. Located in East Longmeadow, Mass., hilmor is a part of the Newell Rubbermaid global portfolio of leading brands. For more information, visit hilmor.com or follow us on Twitter at @hilmortools and on Facebook at facebook.com/hilmor.

About nxtMOVE: With over thirty years of experience in strategic market analysis, nxtMOVE partners with senior leadership in public and private global companies to reduce their uncertainty about the external business environment. nxtMOVE’s unbiased, actionable research enables management to make better-informed decisions regarding market direction, positioning, customer perceptions, new product introductions, and acquisitions. To take the nxtSTEP, visit www.thenxtmove.com.