

PRESS RELEASE

## SKIL: 100 hundred years of DIY-innovation

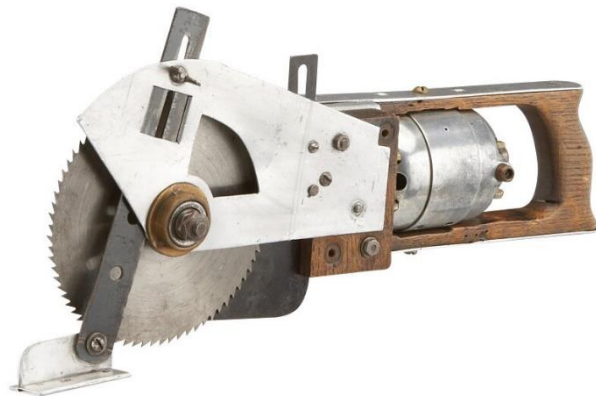
Celebration with limited-edition golden circular saw and a trip to Chicago



Breda, January 2024 – In 1924, **SKIL** invented the world's first circular saw, forever changing the landscape of DIY-tools. Fast forward a century, and SKIL proudly marks its centennial anniversary this year. What started with a visionary concept aimed at easing the burden of cutting sugar cane, has evolved into a world-renowned electric tool brand that continues to strive for innovation and the highest quality. Few brands boast such a rich and enduring legacy, making this milestone a momentous occasion deserving of celebration. And that's exactly what SKIL has planned for 2024.

### A trip down memory lane

Standing in a Louisiana sugar cane field in 1921, inventor Edmond Michel saw how workers used machetes to cut through the thick, tough sugar cane by hand. It was heavy, backbreaking work. Michel believed there must be an easier way and after many hours of researching, testing and improving, he developed the world's first electric handsaw. Michel had never anticipated the profound impact his invention would have in revolutionizing the industry. The handsaw caught the attention of farmland developer Joseph W. Sullivan. Together, they founded 'The Michel Electric Handsaw Company' in 1924. By the end of 1926, over 2,000 circular saws had been produced. Over the years,



*The original circular saw*

SKIL introduced numerous innovations and products like the iconic 'Model 77' saw, quickly becoming an industry standard. Since 2017, SKIL is under the ownership of Chervon (HK) Ltd: China's foremost manufacturers of power tools and outdoor power equipment. With over 130 million products sold, SKIL remains a worldwide trusted brand, setting standards for smart, affordable, and high-quality DIY tools.

***“SKIL has always adapted to the challenges of each era, persistently pursuing the highest quality. We continue our dedication to innovation, shown through features like our smart battery technology, which ensures seamless interactions between battery and tool. Just as Michel sought progress, we continue to uphold his spirit by always pushing for new ideas and advancements.” – Peter Melrose, CEO SKIL Europe***



## As good as gold

With a century worth of knowledge and experience, SKIL remains dedicated to advancing and innovating within the DIY-field. SKIL has exciting plans for a year-long celebration in 2024 featuring an array of new products, limited editions and even the chance to win a trip to the city of Chicago (Illinois, USA), where SKIL's headquarters is located.

Referring to the famous Skilsaw 77 model from the past is the limited-edition brushless, cordless circular saw with a **golden** guard. This saw is powered by SKIL's advanced 'PWRCORE20™' battery and charger technology. The advanced digital brushless motor is faster, stronger, lasts 10 times longer than a conventional, brushed motor and comes with a 5-year warranty.



*The SKIL Limited Edition Golden Circular Saw*

## Exclusive trip to Chicago

SKIL also introduces a special campaign for those who purchase a SKIL tool in 2024. Every power tool purchase becomes an opportunity to win an exclusive trip to Chicago, home of SKIL's headquarters. Winners will be selected late September 2024. The trip will take place in April 2025.

## Future

As SKIL celebrates a decade of history and innovation, the brand continues to strive for progress and the development of smart products that are affordable and easy to use. With a relentless commitment to enhancing user experiences, SKIL remains at the forefront of technological advancements, ensuring that their tools empower people to tackle challenges with efficiency and precision. Melrose: **"We are proud that we continue to innovate by always looking ahead. Chervon's ownership provides opportunities to further strengthen SKIL's position as a leading force in the DIY-industry. I am greatly looking forward to celebrating our anniversary this year with colleagues, associates, and partners worldwide, and to continue to contribute to our success story together."**

## About SKIL

SKIL, the inventor of the circular saw, designs and manufactures electric DIY and gardening tools and accessories, always aiming for quality and innovation. SKIL's focus lies in the development of intelligent and intuitive tools that are affordable and easy to use.

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### Note to editors, not for publication

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