

Chicago Pneumatic: People, Passion, Performance

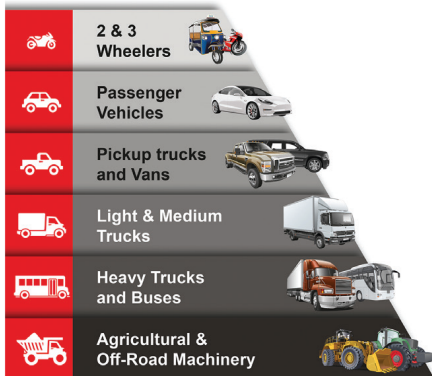
Industry Update is proud to announce that Chicago Pneumatic has been selected as our Power Tools Company of the Month. Chicago Pneumatic has a proven history of offering reliability and innovation for its customers, asserting its status as a brand which represents products engineered for high performance and excellent customer value.

As a global manufacturer, Chicago Pneumatic has 23 customer centres across the world, three logistic hubs, three research and development facilities, and over 10,000 local distributors worldwide.

Having built a stellar reputation within industry for its leading pneumatic and electric tools, Chicago Pneumatic is dedicated to constant innovation. "Our people start every single day with a passion to research, develop, manufacture and deliver new products that are meant to meet our

Chicago Pneumatic provides a full tireshop solution

For all vehicle types



customers' needs not only today, but tomorrow as well," explained Tony O'Donnell, Business Line Manager. "This ability to create a product which is specific to the customer's needs is what creates value and return on their investment."

As well as its dedication to R&D investment and education for its distributor partners and users, Chicago Pneumatic boasts a diverse product portfolio, offering solutions for varying levels of usage, from intermittent maintenance all the way up to heavy industrial and manufacturing applications where the tool is used between 8–24 hours a day.



What's more, Chicago Pneumatic has developed a range of digital tools to enhance customer experience. Its eCommerce platform, CP Connect, allows customers to see products pricing and availability, delivery lead times, and place and track orders directly from logistic hubs. Furthermore, the website hosts Chicago Pneumatic's 'Expert Corner'. This includes monthly articles sharing knowledge on a range of topics, including health and safety, hand arm vibrations, and how to choose the right tools. Customers are encouraged to subscribe directly on the website to ensure they benefit from this excellent resource.



One of Chicago Pneumatic's recent innovations is its CP8849, the first true ½" cordless impact wrench in its power class with two shut off positions. It offers a choice of slow mode or fast mode, putting the operator in full control of tightening operations and proactively guiding critical parameters such as torque. This gives the operator a higher level of control, ensuring everything is done correctly.

The company has also recently launched a new tyre shop industry brochure which outlines its solutions for different vehicle types and applications, from two and three wheelers, all the way up to heavy truck & bus and agricultural & off-road machinery. Follow this link to download: campaigns.cp.com/en/one-stop-shop-for-all-your-tire-changing-needs

Chicago Pneumatic has established a memorable brand promise: People, Passion, Performance. "People" is about relationships, emphasising that

we are not only about our products. 'Passion' is about customer commitment, conveying our energy and ambition. And 'Performance' is not only about the product, it is about delivering with the promise of consistent quality, thereby creating greater value for our customers," explained Tony.

"Every few years we enter a new strategic period, reviewing what we have done before and how we can improve in the future. Previously we have been guilty of trying to be everything to everyone, so our new strategy is about focusing on our strategic markets and core business offering disruptive innovations. A key part of this will be our people development, and a new interesting initiative that is being rolled out in support of this is 'Active Growth Mind-set'. This understands the difference between fixed and growth mind-sets, understanding the brain is a muscle and that through training, intelligence can be developed; never give up, embrace change and obstacles, and see them as opportunities for learning!"

For more information, head to the website or get in touch using the details below.

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