

# Hand Tools & Test Instruments — Procurement Decision Chain

By Wilson · 10 pages · Full report available for \$180

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*The only category where the buyer and the user are the same person. Klein Tools, Fluke, Milwaukee — brand loyalty is earned on the job site.*

## What You'll Find Inside

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- ✓ Klein Tools dominance — lineman's pliers since 1857, electrician tool bag standard
- ✓ Fluke test instrument monopoly — 30–40% market share in multimeters and clamp meters
- ✓ Milwaukee cordless ecosystem — M12/M18 platform lock-in for power tools
- ✓ Employer vs. personal purchase — toolshed vs. electrician's own pouch dynamics
- ✓ Greenlee, Ideal, Southwire — secondary brands and niche positions
- ✓ Online vs. distribution — Amazon disrupting traditional supply house tool sales

## Preview

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Hand tools are unique — the electrician buying the tool is also the one using it every day. This creates brand loyalty unmatched in any other electrical category. A Klein side-cutter from 1995 is passed down to apprentices. Fluke meters are status symbols.

**\$180**

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