

HIKOKI

HIGH PERFORMANCE POWER TOOLS

**What you
should
know about
our brand**

October 2018

Contents

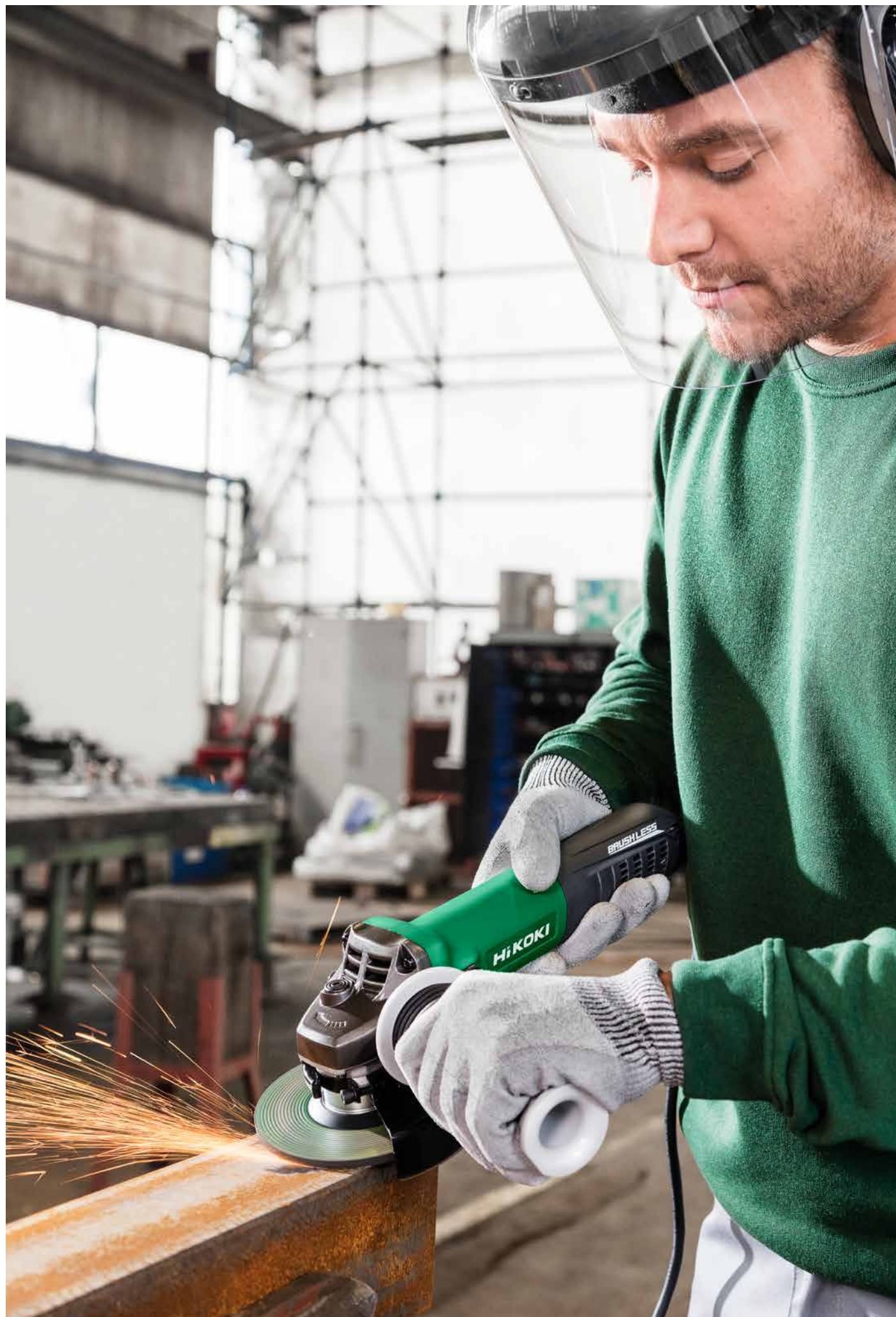
About our brand

Introduction	5
Our story	7
What we stand for	9
Innovation never stops	13
Meet over flagships	16
Our legacy	25
HiKOKI Service	27

Bringing the brand to life

Tone of voice	33
The logo	35
Photography	37

Communication examples	49
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A quick word

In order to make and keep things straight forward for you as an official dealer/reseller and your customers, it's important you know as much as you can about our brand. Consider this book as a guide that will help you to explain to your staff and customers who we are and what we do. It gives you a feeling about how we look, what we're good at and how we communicate to and with the professional.

**Contact the closest HiKOKI office
to your location for promotion material.
See back side for contact information.**

Call it our
philosophy,
call it our
manifest.

Building on the legacy,
to shape the future.

Ever since 1948 we've been designing and developing high performance power tools. For over 70 years our Japanese engineers have utilized their technical knowledge, skills and experience to constantly improve our power tools. Guided by Japanese design principles, every element of our products is chosen to improve performance, balance, usability, longevity and control. Our attention to details ensures the professional can finish every job as easily as possible. That's what drives us and keeps us one step ahead.

HiKOKI
HIGH PERFORMANCE POWER TOOLS

Our brand.

Ambition

HiKOKI aims to be a global leader in professional power tool manufacturing, become the best and closest partner of our clients and dealers and help them growing.

Proposition

Provide the professional with power tools that make every single job as easy as possible.

Personality

In order to improve and innovate our power tools, we are constantly listening to the demands and needs of the professional. Knowing and understanding our customers is what characterizes us and makes us helpful, straightforward, reliable, proud and progressive in everything we say and do.

Customer

For the professionals, one of the most important aspects of choosing a power tool is that it makes the job as easy as possible. Of course they want a quality product they can rely on, but the need for a power tool that feels comfortable to hold is the decisive factor.

The professional who has exacting standards, who knows what's needed to get the job done and who depends on their tools. That's a HiKOKI user.

Don't act tough, be
accessible. Don't make
promises, build trust.
Don't use technologies,
innovate technologies.
Never just develop,
always improve.

Innovation never stops.

We know how, and we know why.

For decades we've been designing and developing power tools with the most innovative technologies. Our designers and engineers have the knowledge, skills and experience to constantly improve our product. In totally different ways, but with always the same goal: create power tools that make every job as easy and comfortable as possible.

In order to reach this goal we have our own in-house design team and committed engineers who are continuously looking for forms, materials and technologies that can contribute to improving the ease of use of the power tool.

The key is to always ask ourselves how we can make it more ergonomic, so the professional is provided with a power tool that...

feels more comfortable

makes the job easier

quieter

is more durable

more reliable

and safer than ever

*Ergonomics
is in our DNA.*
**Well-designed,
easy to operate,
comfortable,
reliable, safe.**



70 years of Japanese technological knowledge, skills and experience is what we're most proud of.

We develop products that will make even the toughest job as easy and comfortable as possible.

Meet our flagships



MULTI VOLT battery

AC power. DC freedom.

A new generation battery system, with almost the same size and weight as our 18 V battery, but it's the technology inside that provides you with the great improvements you need. Doubling voltage provides the optimal power, without the hassle of cords. The MULTI VOLT battery is compatible with almost every cordless HiKOKI power tool, which means you can easily switch from one power tool to another, regardless the voltage. So you're just a simple click away from maximum performance.



**BRUSH
LESS**
Brushless Motor

AC Brushless Motor series

Everlasting efficiency.

The professional no longer has to worry about losing voltage and power when using an extension cord. Our AC Brushless Motor series feature an electronic-circuit control that offers a continuous and constant power output. Technology that brings a whole new level of performance and durability to our heavy duty range of power tools. With the innovative AC Brushless Motor you'll experience more power and less energy consumption.

We have also eliminated some major wearing parts, which means a compact and lightweight power tool, less wear and tear and less maintenance. This also contributes to the fact that the motor lasts longer and operates far more efficiently than conventional brushed motors.



Li-ion Nailer series

Blending portability with power.

Experience the same power as pneumatic nailers, but without an air hose, power cord or fuel gas cell. Besides the portability, the HiKOKI Li-ion Nailer series have a great gravity balance and an ergonomic soft grip, which makes your job as easy and comfortable as possible. The unique air spring drive system, which is integrated inside the machine, requires no gas cartridges, so maintenance is minimised. The Dry-fire lockout prevents unwanted marks or scratches on the material, so you can rely on a well-finished result.



Our legacy.

Our brand name is new, but our company isn't.

We've been developing innovative technologies for over 70 years. We are proud of our achievements and this is something we want to tell our customers.

By telling about our legacy we want to create a comfortable feeling of trust towards the professional.

In a single sentence we summarize what the foundation of our brand is.



Developing innovative technologies
in Japan since 1948.

HiKOKI Service. How we support the professional.

HiKOKI SERVICE

At HiKOKI we pride ourselves on meeting the needs of the professional. Providing you with high performance power tools you can rely on, is only a part of the service we offer. Because where even the best power tools need a little attention now and then, the professional sometimes need help or advice as well. We are here to support you and your power tools whenever you need us.

3 year power tool warranty

+2 year AC Brushless Motor
warranty after product registration

Technical support hotline



hikoki.com/service

HiKOKI
HIGH PERFORMANCE POWER TOOLS

Bringing the brand to life.

Look & Feel

We have talked about who we are as a brand and what our foundation is. We do not directly propagate information about ourselves to our customers. So therefore we need to translate this to something which is representative, relevant and interesting to them.

In the following pages we cover how we communicate this.

Tone of voice

Logo

Photography

Tone of voice.

Speaking with the professional.

The way we talk to the professional.

Whenever we speak with the professional, it's important to keep it genuine and consistent. Whether it's mass communication or one-to-one contact, we always keep ease of use in mind, but don't necessarily talk about it.

That means we stay close to a language in which we meet the emotional needs of the professional, but in a way that still talks about technical innovations and functional specifications.

What we don't say:	What we do say:
"I want a powerful product."	"I want a product that helps me work faster."
"I want a lightweight machine."	"I want a machine that's easy to use."
"I want a cordless power tool."	"I don't want the hassle of cords."

More about our logo.



Brand logo

The number 1 between the character 'i' and 'K' refers to our belief that HiKOKI wants to represent the market leader and offers the number 1 product for to our customers. The italic/gothic font gives a feeling of high speed and powerful products, and conquering the worldwide competition. For many years the green brand colour has been used for the products and is considered as a symbol for the company.

Please note that when you would like to use the brand logo, you need HiKOKI's permission. As soon as you get an approval, you will be guided about how to use it.

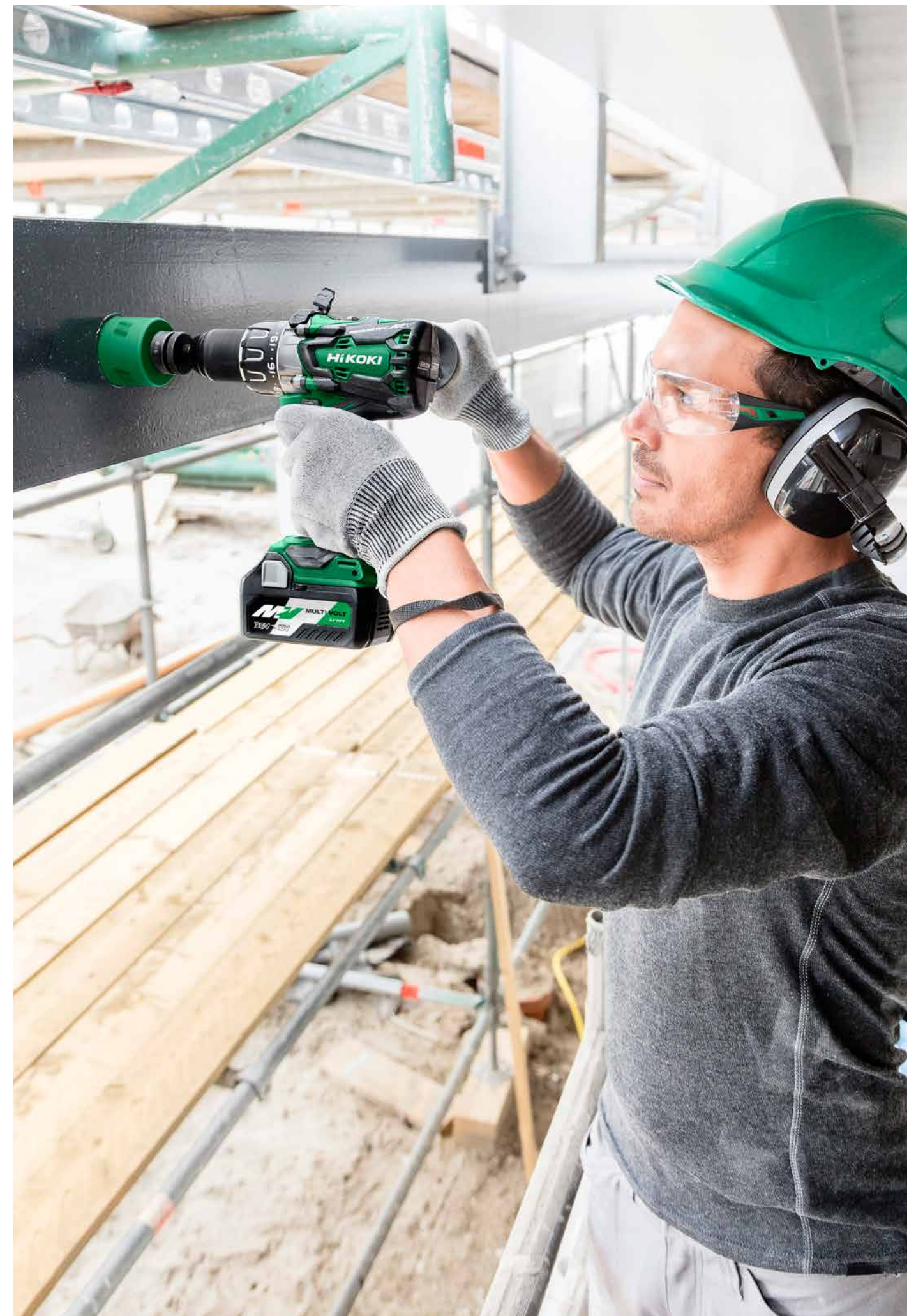
Photography. Making it tangible.

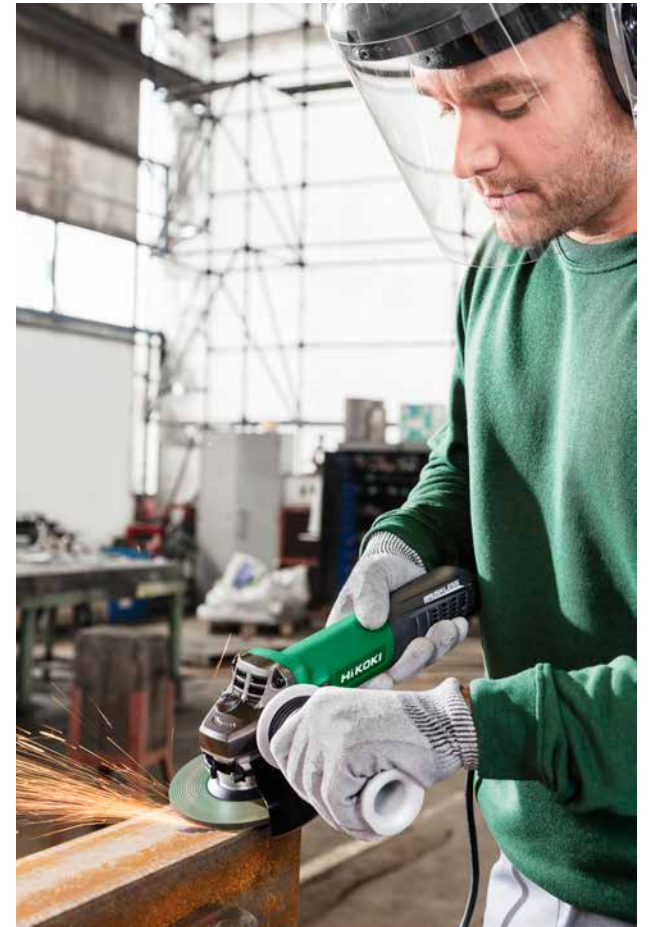
The way we present our products

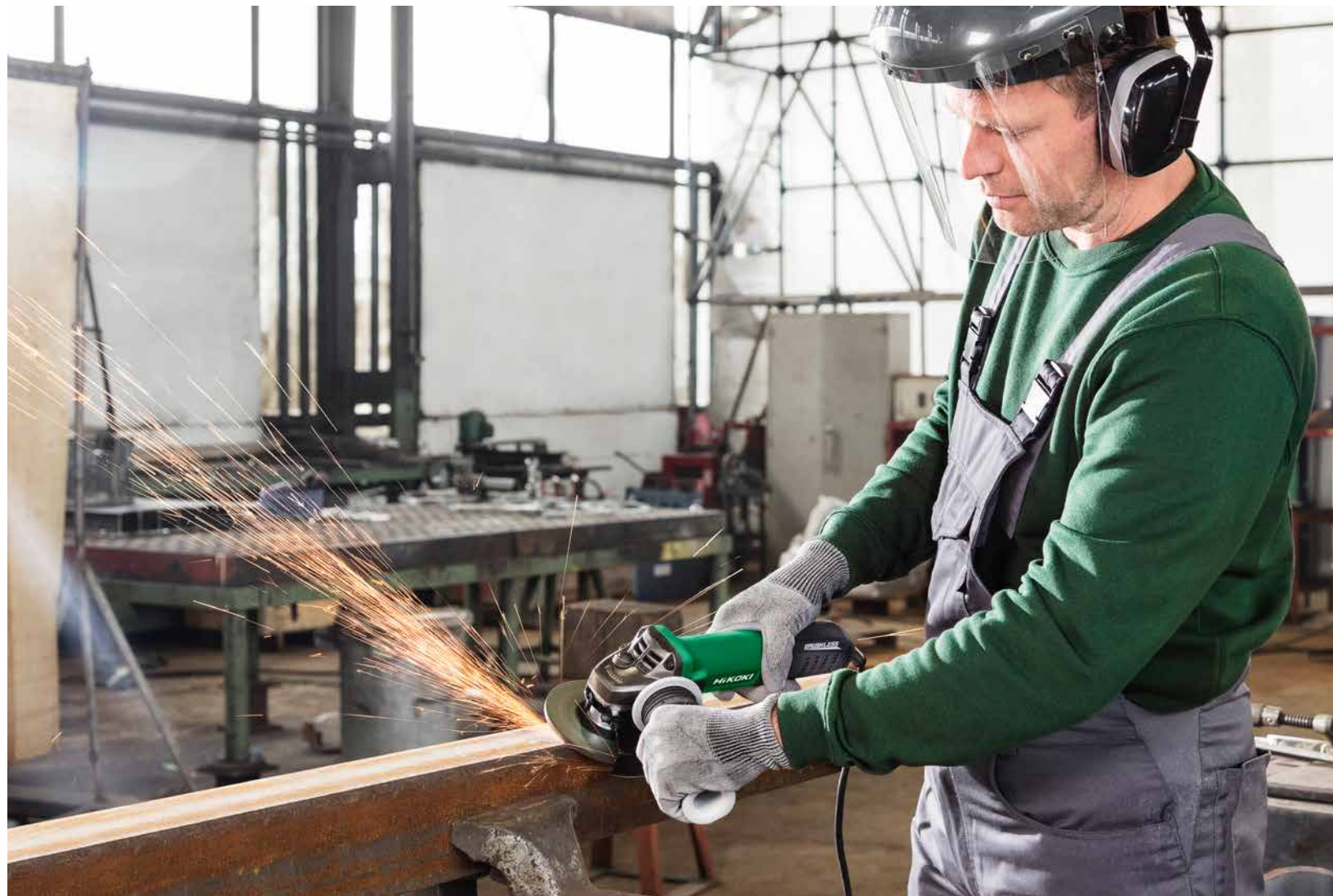
We want to create an image that shows a reliable brand. Therefore it's important to stay close to the professionals reality in action photography. And in our product photography we give all products the attention they deserve.

Action photography.

We want to reach our target audience by creating images they can relate to, that show our products are easy to use, and in which we come across as the most professional and reliable brand in power tools.







Detail photography.

Sometimes it's nice to have a product photographed in a simple setting. This can add more depth and context to the product. In a catalogue it's an easy way to give more attention to a single product. By zooming in you can also highlight certain features.



Packshot photography.

All of our products should get the attention they deserve. They are the outcome of years of research and development and therefore are the heroes of our company.



Communication examples. From elements to visuals.

It's very important how we come across to our customers. We have to show and tell them what our brand stands for and we have to be consistent while doing so.

HiKOKI

HIGH PERFORMANCE POWER TOOLS

Power tools catalogue 2018-2019



Innovation never stops

Ever since 1948 we've been designing and developing high performance power tools. For over 70 years our Japanese engineers have utilized their technological knowledge, skills and experience to constantly improve our power tools. Guided by Japanese design principles, every element of our products is chosen to improve performance, balance, usability, longevity and control. Attention to details that ensures the professional in finishing every single job as easy as possible. That's what drives us and keeps us one step ahead.



We proudly introduce to you our 2018-2019 catalogue. Have a look at this year's HiKOKI high performance power tools. All bundled in a clear book. Some you may already know, some are provided with the newest designs and latest technologies our in-house designers and engineers have been working on.



Contents. Everything to reach the highest performance.

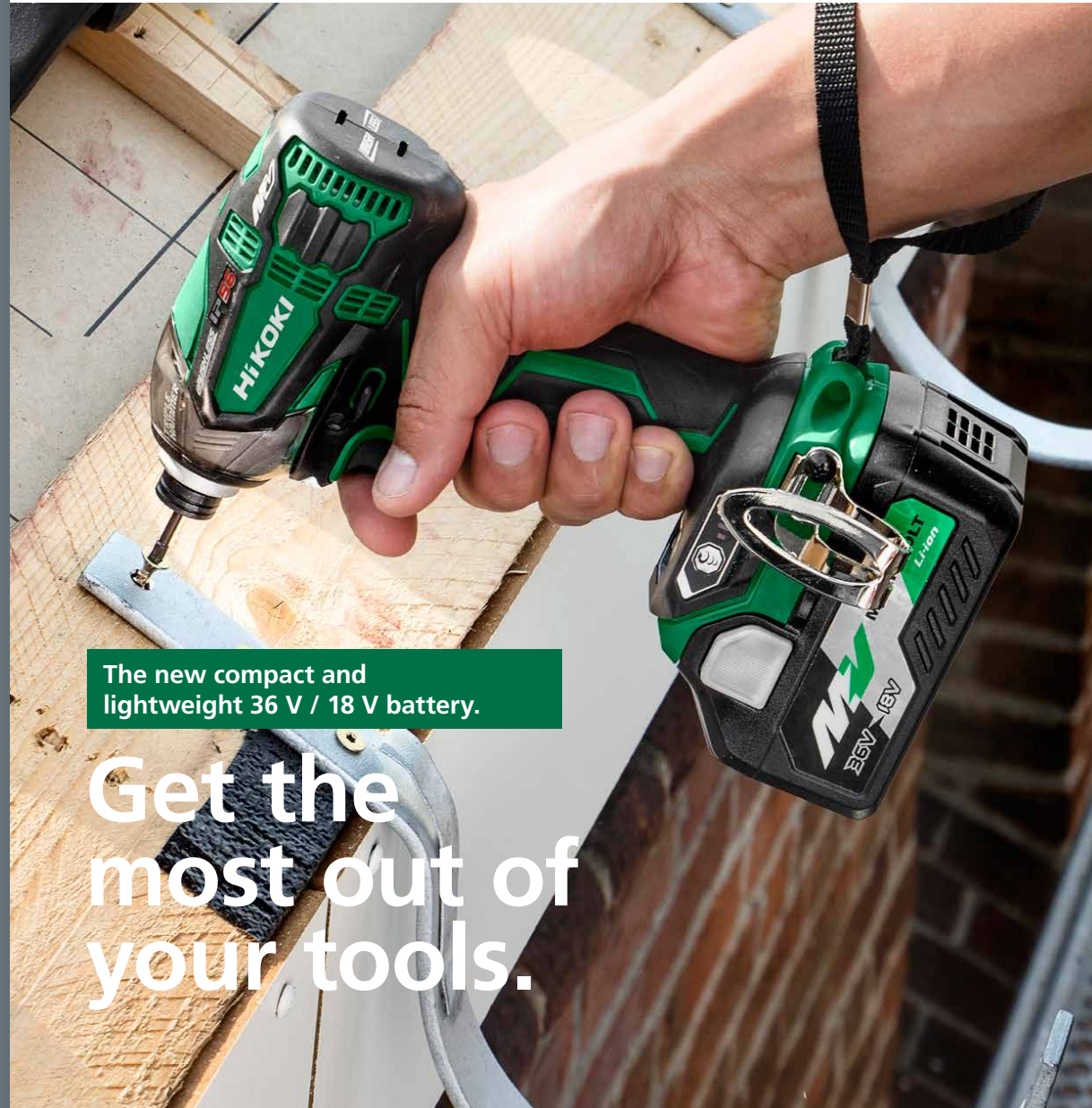
Introduction	Drilling	Miscellaneous
General information	00	00
Index	00	00
Technologies	00	00
Innovative highlights	00	00
Cordless	00	00
Angle drills	00	00
Automatic screw drivers	00	00
Impact driver drills	00	00
Rotary hammers	00	00
Impact drivers	00	00
Electronic pulse drivers	00	00
Angle impact drivers	00	00
Impact wrenches	00	00
Disc grinders	00	00
Mini grinder	00	00
Multi tools	00	00
Shear	00	00
Nibbler	00	00
Steel rebar cutters	00	00
Stool cutters	00	00
Band saw	00	00
Circular saws	00	00
Mini saw	00	00
Jig saws	00	00
Reciprocating saws	00	00
Planers	00	00
Cleaners	00	00
High pressure washer	00	00
Blower	00	00
Brail nailer	00	00
Finish nailers	00	00
Stapler	00	00
Hedge trimmers	00	00
Grass trimmer	00	00
Lawn mowers	00	00
Radios	00	00
Fans	00	00
Heated outerwear	00	00
Cooling jacket	00	00
Head light	00	00
USB adapters	00	00
Fastening	00	00
Screw drivers	00	00
Automatic screw driver	00	00
Impact wrenches	00	00
Grinding	00	00
Disc grinders	00	00
Hand grinders	00	00
Portable grinder	00	00
Polishing & sanding	00	00
Polisher	00	00
Sander polishers	00	00
Disc sander	00	00
Orbital sanders	00	00
Random orbit sanders	00	00
Belt sanders	00	00
Cutting	00	00
Multi tool	00	00
Cutters	00	00
Portable cut-off machine	00	00
Disc cutter	00	00
High-speed cut-off machines	00	00
Sawing	00	00
Metal cutting saw	00	00
Circular saws	00	00
Slide compound miter saws	00	00
Compound miter saws	00	00
Table top miter saws	00	00
Jig saws	00	00
Reciprocating saws	00	00
Planning & routing	00	00
Cutters	00	00
Planers	00	00
Trimmer	00	00
Routers	00	00
Outdoor power equipment (engine products)	00	00
Chain saws	00	00
Grass trimmers / brush cutters	00	00
Lawn mowers	00	00
Cutters	00	00
Outdoor power equipment (power tools)	00	00
Hedge trimmers	00	00
Chain saws	00	00
Grass trimmers	00	00
Lawn mowers	00	00
Expert	00	00
Drills	00	00
Impact drill	00	00
Jig saw	00	00
Orbital sander	00	00
Table of carbon brushes	00	00
Staplers	00	00
Nailers	00	00
High pressure air compressor	00	00
Gas nailers	00	00

HIKOKI

HIGH PERFORMANCE POWER TOOLS

Focus magazine 1st edition - 2018

From September 1 2018
to January 31 2018



The new compact and
lightweight 36 V / 18 V battery.

Get the most out of your tools.

Meet our newest
power tools.

Discover our latest
technologies.

Take advantage of our
combo packs.

A new name comes with a new magazine.

Effective October 1st 2018 Hitachi Power Tools becomes HIKOKI High Performance Power Tools. Our new name comes with a new visual identity. This is the first edition of Focus. In this magazine you will find, besides a few existing power tools, the newest power tools equipped with the most modern en innovative technologies. Technologies that represent how we are as a brand, that represent what our designers and engineers do and what we are proud of at HIKOKI.

MULTI VOLT battery AC power. DC freedom.

NEW

1000-1500 mAh

- 1,080 W high power output
- Compact & lightweight
- Automatic voltage change between 36 V and 18 V

A completely new generation battery systems, which looks almost exactly like the current 18V battery, but it's the technology inside that makes the difference. Innovations that contribute to improving your performance. This battery, paired with MULTI VOLT 36 V power tools, offers unprecedented cordless power over 1,000 W with its size and weight. The compatibility allows you to easily switch the Li-ion battery of 36 V to an 18 V power tool. In short, you're just a simple click away from achieving the highest performance.

MULTI VOLT

Explanation of features

NEW

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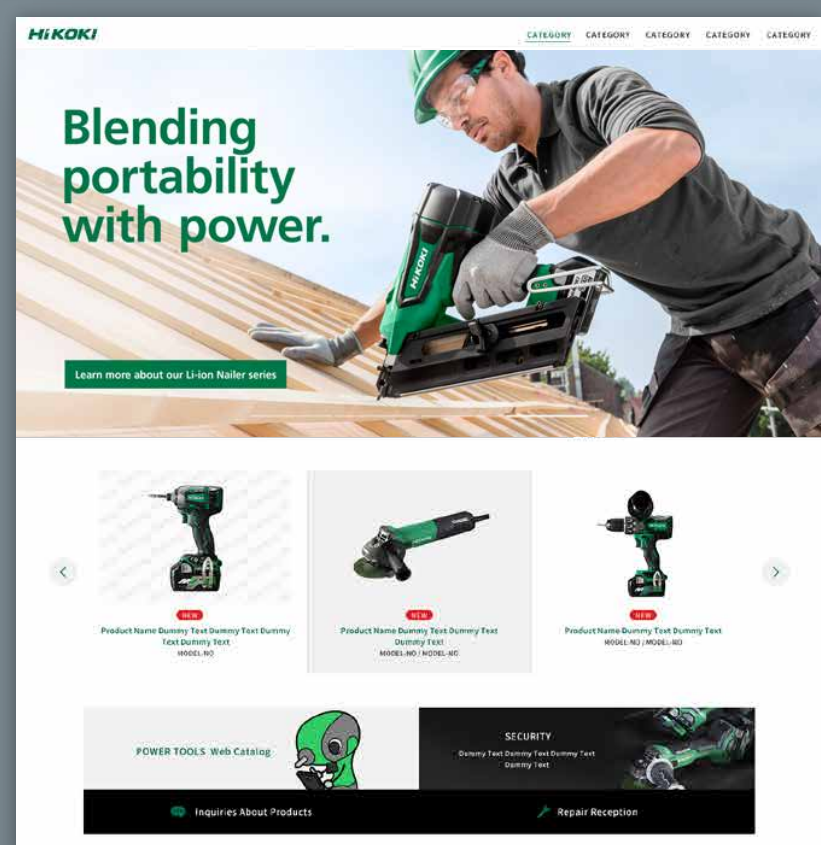
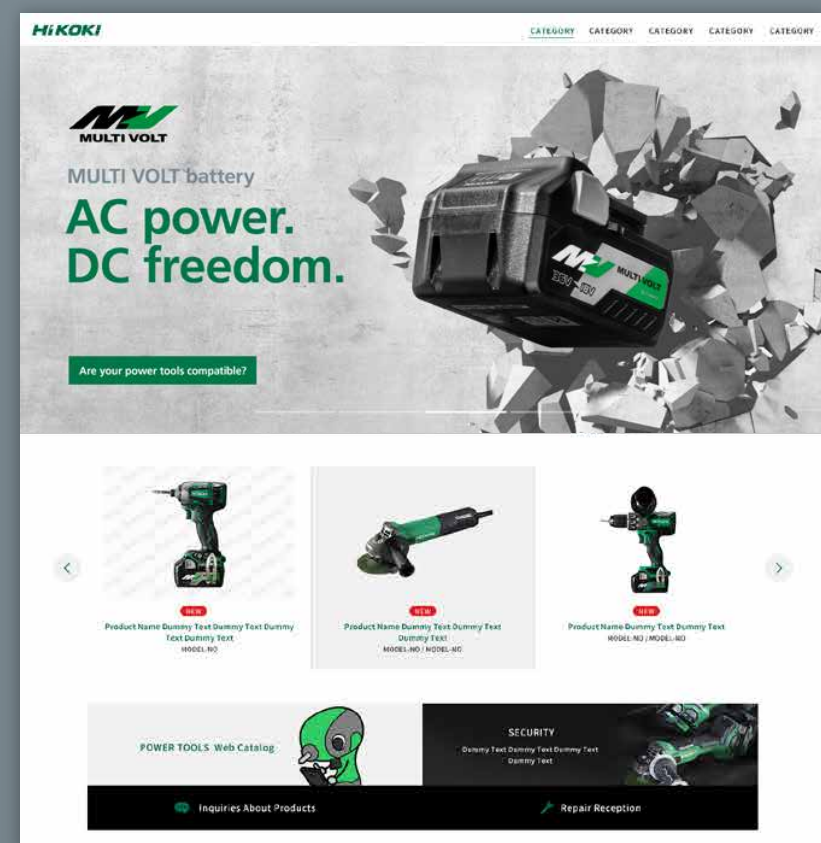
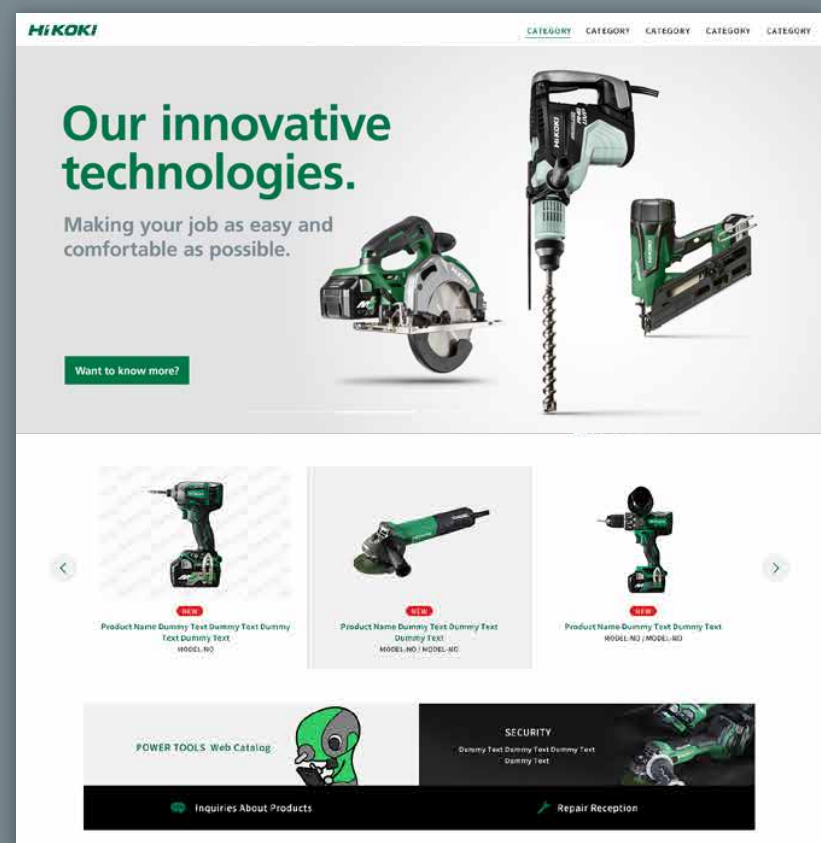
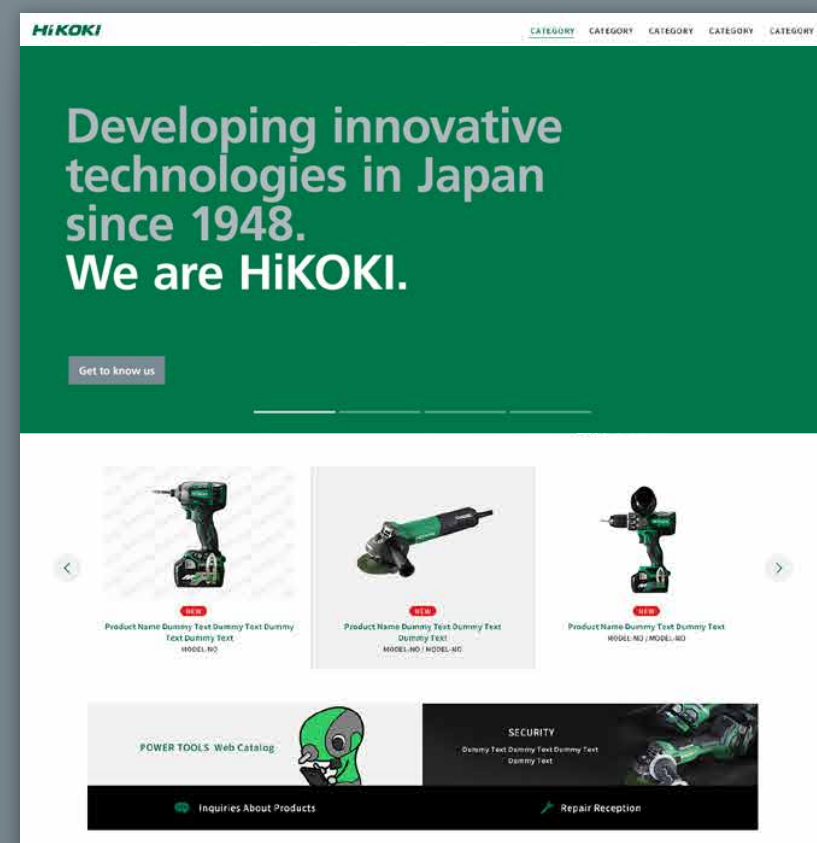
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MULTI VOLT battery

AC power. DC freedom.



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hikoki-powertools.com

HiKOKI
HIGH PERFORMANCE POWER TOOLS

Meet the new li-ion battery
cordless nailer series.

Blending portability with power.

Experience the same power as pneumatic nailers, but without an air hose, power code, or fuel gas. Besides the portability, the HiKOKI li-ion Nailer series have a good gravity balance and an ergonomic soft grip, which makes your job as easy and comfortable as possible. Moreover, the unique air spring drive system, which is integrated inside the machine, requires no gas cartridges, so the maintenance is very little. The Dry-fire lockout prevents unwanted marks or scratches on the material, so you can rely on a well-finished result.

hikoki-powertools.com



HiKOKI
HIGH PERFORMANCE POWER TOOLS

The Multi Volt series.

**AC power.
DC freedom.**



HiKOKI
HIGH PERFORMANCE POWER TOOLS



AC Brushless Motor series.

**Everlasting
efficiency.**



HiKOKI
HIGH PERFORMANCE POWER TOOLS

The Li-ion battery
cordless nailer series.

**Blending portability
with power.**



HiKOKI
HIGH PERFORMANCE POWER TOOLS





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