

A photograph of two construction workers on a site at sunset. One worker is carrying a long wooden beam on his shoulder, while the other stands nearby. A large crane is visible in the background against a golden sky. A red rectangular box is overlaid on the right side of the image, containing the text 'INTELLIGENT TOOLS AT WORK'.

# INTELLIGENT **TOOLS** AT WORK

A decorative graphic in the bottom left corner consisting of a pattern of white, 3D-style hexagons on a light background.

**iTOOLS**  
INTELLIGENT TOOLS AT WORK

A construction worker in a hard hat and safety vest is walking across a wooden formwork structure, carrying a long wooden beam on his shoulder. In the background, a large tower crane is visible against a dramatic, orange-hued sunset sky. The scene is silhouetted, emphasizing the worker and the crane against the bright light of the setting sun.

**WE ARE  
INSPIRED  
BY  
BIONICS**





# iTOOLS - Intelligent tool- and safety solutions for craftsmen and industry.

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*At iTOOLS we have a mission. We want to ensure that craftspeople and industrial companies at any time have access to intelligent tool- and safety solutions, which make work easier, more efficient and not least safer for the user.*

We live that mission every day by offering solutions we either designed and produced ourselves or which we distribute for partners who like us strive to offer high-quality intelligent, user friendly solutions.

## **We are inspired by Bionics**

Bionics are about using nature as a source of inspiration for the development of design and products. We have chosen to illustrate this through the use of the hexagon, which as a shape belongs to some of the best engineering originating in nature – snowflakes, beehives and human cells are all based on this shape.





The beginnings of our company. Developed for the craft of laying floors. The floor hammer ensures a faster and easier floor laying process and not least that the craftsman achieves a markedly improved working position.

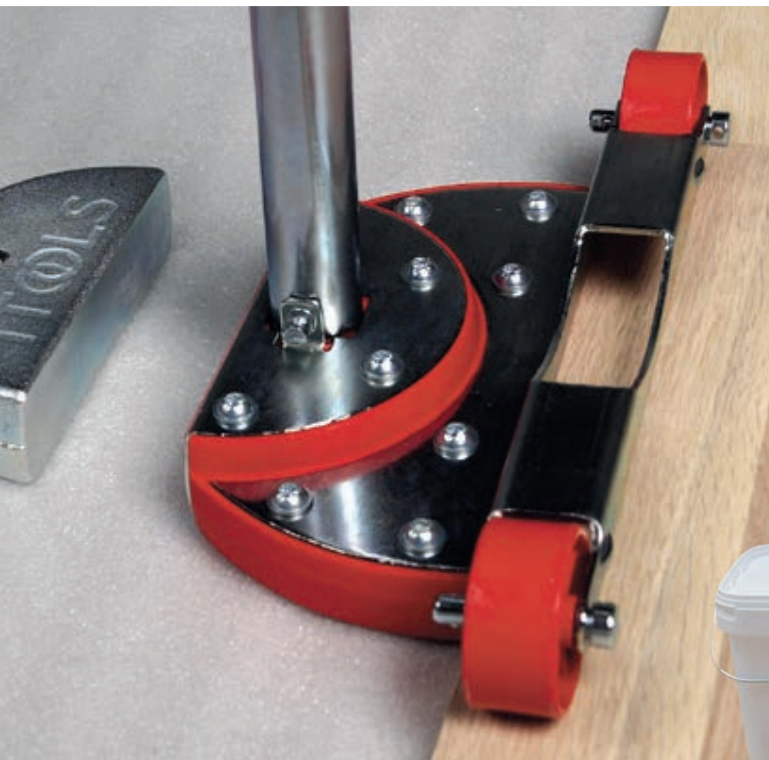


# We started with a single item number. Now we have thousands

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It all started with a floor hammer in 2004. The goal was a solution, which would make it fast, easy and comfortable for craftspeople to lay a floor. The result was a solution where the craftsman, while in a standing position, can hammer floorboards into place.

From there we developed our product portfolio, which today contains a wide and deep selection of quality products.



**IT ALL  
STARTED  
IN 2004...**



# Our design philosophy is very simple. It has to be unique

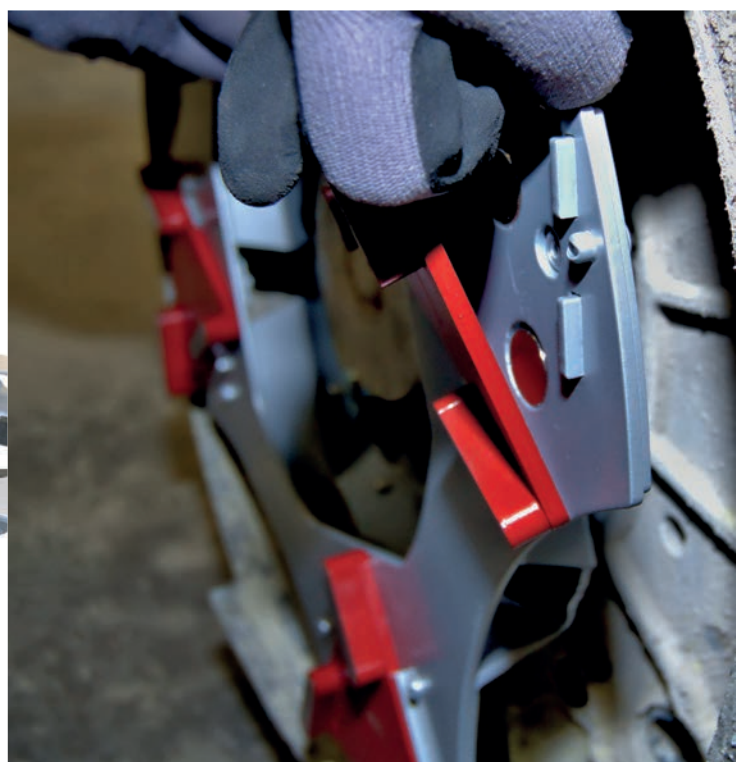
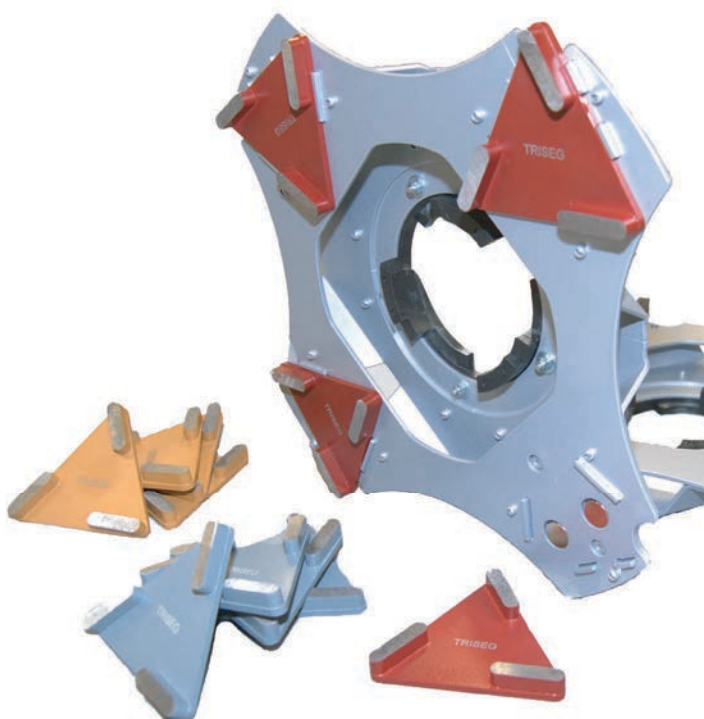
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*Tool- and safety solutions have to fulfil a real need in a thought-through manner.*

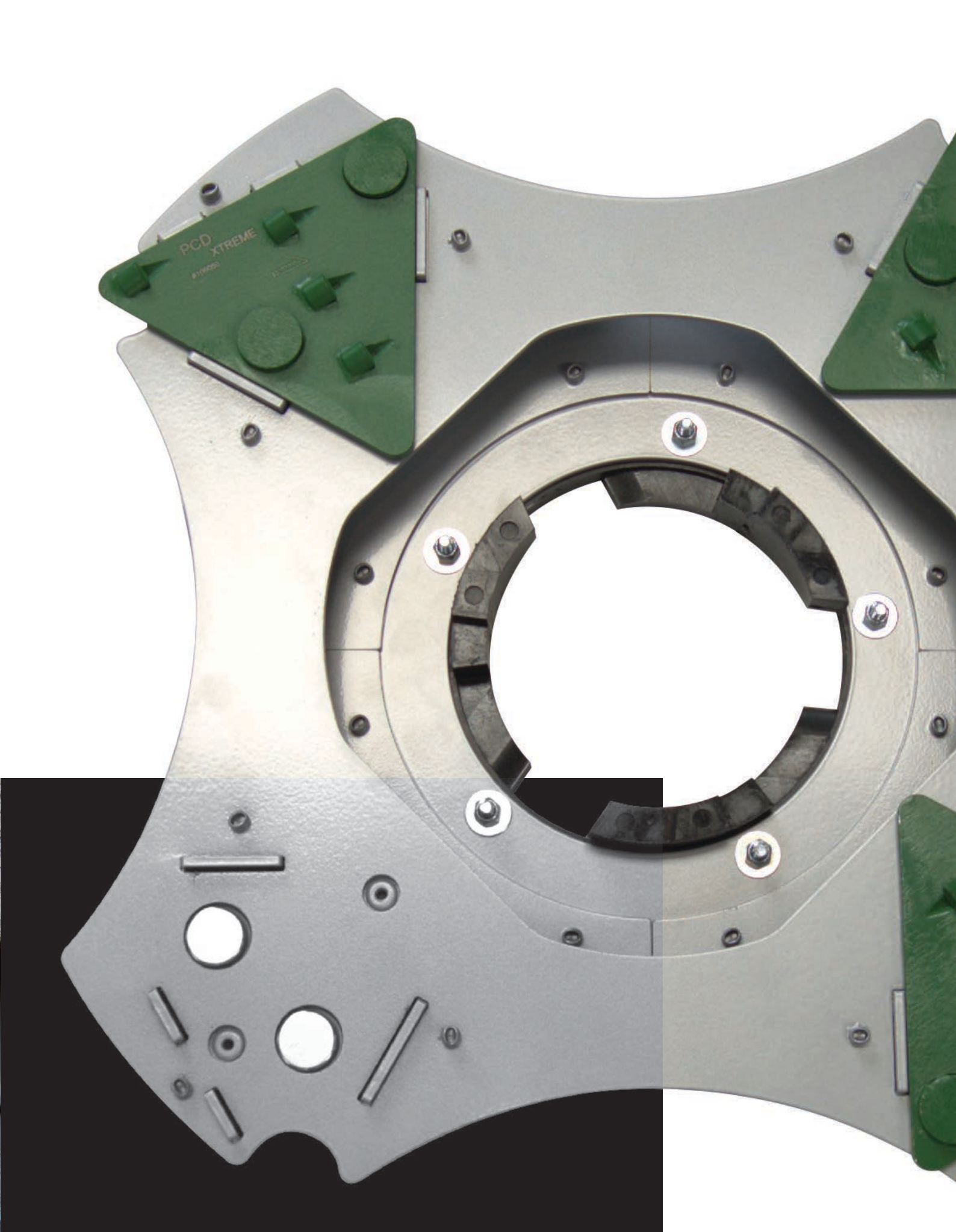
This is an obligatory condition, which all our products meet. But apart from that, the design has to be unique. Form, colour and function, when put together, have to form a whole, which gives distinctiveness and character to the product.

## **Is it possible to upgrade a small sander to a larger one?**

The answer to that question became the iDISC – an intelligent sanding tool, which we have developed and designed, and which in a short space of time has become a very sought-after product. In short the iDISC gives even small sanders a markedly greater efficiency due to the choice of materials and the unique construction.







The iDISC was developed and designed by iTOOLS and is a great example of our mission to create intelligent solutions and products for craftspeople and industrial companies, making work easier, more efficient and safer for the users.



# CLEARSPACE WEARABLE PROTECTIVE MASKS



CLEARSPACE is a breath responsive, respirator mask, which brilliantly reflects our views and the demands we make of a product to be part of the iTOOLS product range. The respirator mask makes optimal use of the new technological possibilities available.





# A high level of safety and good ergonomics can easily go hand in hand. We prove that with many of our products.

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*The technological development within the tool and safety equipment industries in the present time, opens up for an array of brand new user-friendly products.*

As a natural consequence of our product- and design philosophy, we have a strong focus on working with manufacturers who strive to leverage technology to manufacture solutions, which ensure both a high level of safety and a high standard of ergonomics.



# It means something: ”...When products look right in a logical way”

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*Peter Mads Clausen is the majority shareholder in iTOOLS. He belongs to the second generation in the family company Danfoss and is chairman of the Bitten and Mads Clausen Foundation, which currently holds the voting majority in Danfoss A/S, a global industrial company with 24,000 employees.*

Alongside a host of other directorships, Peter Mads Clausen is concerned with supporting and participating in companies that are entrepreneurial and bring a good and meaningful offering to the market.

”Originally it was the entrepreneur Ulrik Bruhn who came to me. He was on to something. The products looked attractive

and just right in a logical way. Design-wise and functionality-wise they were in order. And they could be produced at a price that would be attractive to the end user.

Today we have come a long way with the company, because we have held on to our starting point: Development and sale of intelligent tool- and safety solutions to craftspeople and industrial companies.”

**”...WHEN  
PRODUCTS  
LOOK RIGHT  
IN A LOGICAL  
WAY”**

Peter Mads Clausen





Peter Mads Clausen  
*Chairman*



Ulrik Bruhn  
*CEO*



# Good ideas have a tendency to spread

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Since our beginning in 2004 we have expanded from our own home market in Denmark to all of Europe. This confirms our view that the world needs intelligent tool- and safety solutions.

Our goal for the future is to continue spreading the word about how much value it adds to include simple, efficient and user-friendly solutions in the development of tools and safety equipment.

**iTOOLS**

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