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FOR IMMEDIATE RELEASE

STANLEY® Jr.

Reeves International Introduces

STANLEY® Jr. DIY Wood Craft & Tool Sets for Kids!

(Pequannock, NJ – Feb. 8, 2016) – Reeves International will introduce STANLEY® Jr. at the American International Toy Fair (Feb. 13-16) at the Jacob Javits Convention Center in New York City. STANLEY Jr. brings together the best name in tools with an exciting new line of wood craft kits and tool sets for children. STANLEY® Jr. will feature DIY wood craft kits with real tools that have been ergonomically designed for children’s hands and physical skills. The line will be distributed by Reeves International in North America and is scheduled to reach store shelves by June 2016.

The STANLEY® Jr. line consists of two tool sets of quality STANLEY® tools, especially designed for children, and STANLEY® Jr.-branded DIY wood craft and activity kits featuring fun toys that kids can build and play with. Each kit contains all of the parts and hardware needed for assembly along with illustrated, easy-to-follow instructions. Best of all, families can enjoy valuable shared time working on each project; while the child gets to build fun toys and feel accomplished.

STANLEY® Jr. tool sets and craft kits will retail at family-friendly prices ranging from \$4.99 - \$39.99 and will be available for sale in the USA and Canada starting in February, 2016.



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22222/Introducing STANLEY® Jr.

“STANLEY® Jr. tool sets and craft kits are an exciting introduction to the world of building and wood craft for children. Kids learn valuable and practical life skills while having fun building their own toys with their parents. It’s fun, collaborative and creative.” said Dean Grande, STANLEY® Global Licensing Director.

“We are excited to be able to offer this outstanding new line to both families and retailers!” said Tony Fleischmann, President of Reeves International. “Nothing is more important than family time and we love that STANLEY® Jr. provides families with quality products that are both fun and build useful life skills for their children.”

Reeves International will present STANLEY® Jr. at Toy Fair in **Booth 1367** at the Jacob Javits Convention Center in New York, Feb. 13-16, 2016. It will also be available through Reeves’ extensive toy distribution network. Contact Reeves International at 800-444-4775 to locate your nearest sales representative.

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About Reeves International

[Reeves International](#), founded in 1946, is a family-owned, NJ-based corporation that is renowned for its toy distribution and sales network. Reeves manufactures The Big Dig and [Breyer Animal Creations®](#), the world’s best-selling brand of equine-themed toys and collectables. Reeves is also the U.S. distributor for Enchantmints, Marvin’s Magic, Red Toolbox, Tolo and WOW. Reeves distributes Tonka to the U.S. specialty market. To learn more, visit www.reevesintl.com and follow us on [YouTube](#) and [Facebook](#).

About STANLEY

STANLEY®, a brand of Stanley Black & Decker, Inc. is a diversified manufacturer of innovative tools and engineered solutions for professional, industrial, woodworking, construction, automotive repair, organizational, and do-it-yourself- use. Since 1843 STANLEY has consistently provided solutions that make life easier with reliable hand tools. Headquartered in New Britain, CT, STANLEY is committed to manufacturing tools in the USA with global materials. Annually, STANLEY produces a large variety of hand tools including tape rules, knives, blades, hand saws, screwdrivers, plastic storage, and accessories in multiple manufacturing locations in North America. STANLEY can be found internationally wherever tools are sold and has helped build America with a breadth of quality hand tools people can trust for over 170 years. For more information visit www.stanleytools.com or follow STANLEY on [Facebook](#) and [Twitter](#).