

Leatherman Brand Story

Brand story for Leatherman's Amazon product pages. After studying various aspects of their company, I combined parts of Leatherman's founding story, mission, and ethos into a succinct piece that let's consumers know who they are and what they stand for. Part of the strategy was to help broaden their customer base beyond Leatherman's traditional buyers. I wrote the copy, while design worked their magic on the imagery side. Ultimately, this helped Leatherman hit the qualifying stage for Premium A+.



LEATHERMAN

With Leatherman you're ready for the expected and unexpected

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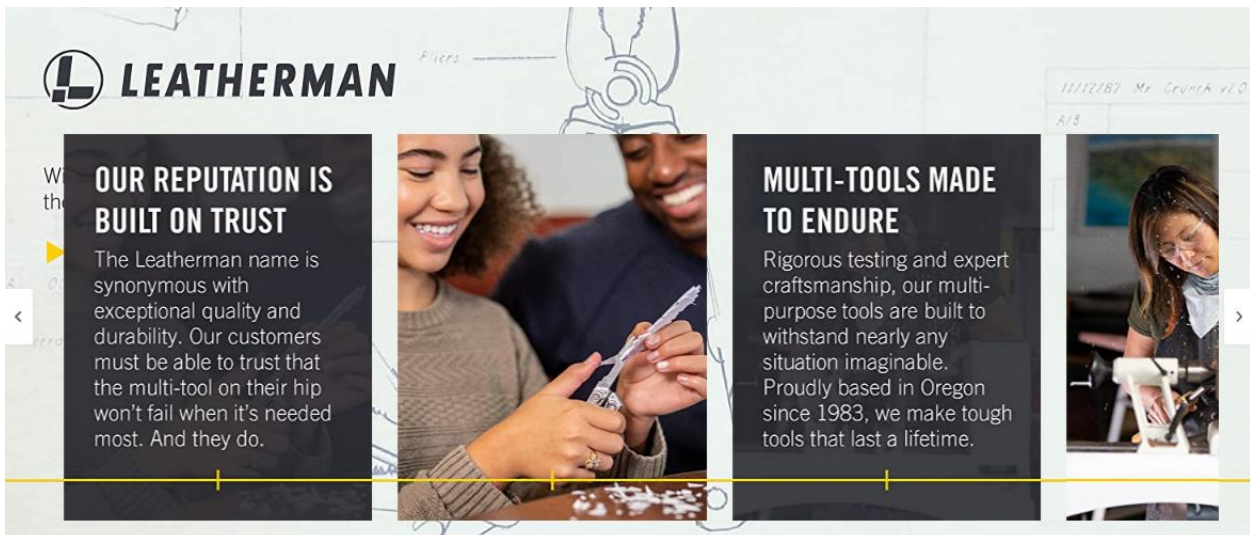
A SHARED TENACITY

Perseverance has been our driving force since Tim Leatherman first began turning his multi-tool vision into reality nearly 40 years ago. Leatherman unlocks your power of ingenuity by making tools for the everyday problem solver.



OUR REPUTATION IS BUILT ON TRUST


The Leatherman name is synonymous with exceptional quality and durability. Our customers must be able to trust that the multi-tool on their hip won't fail when it's needed most. And they do.



LEATHERMAN

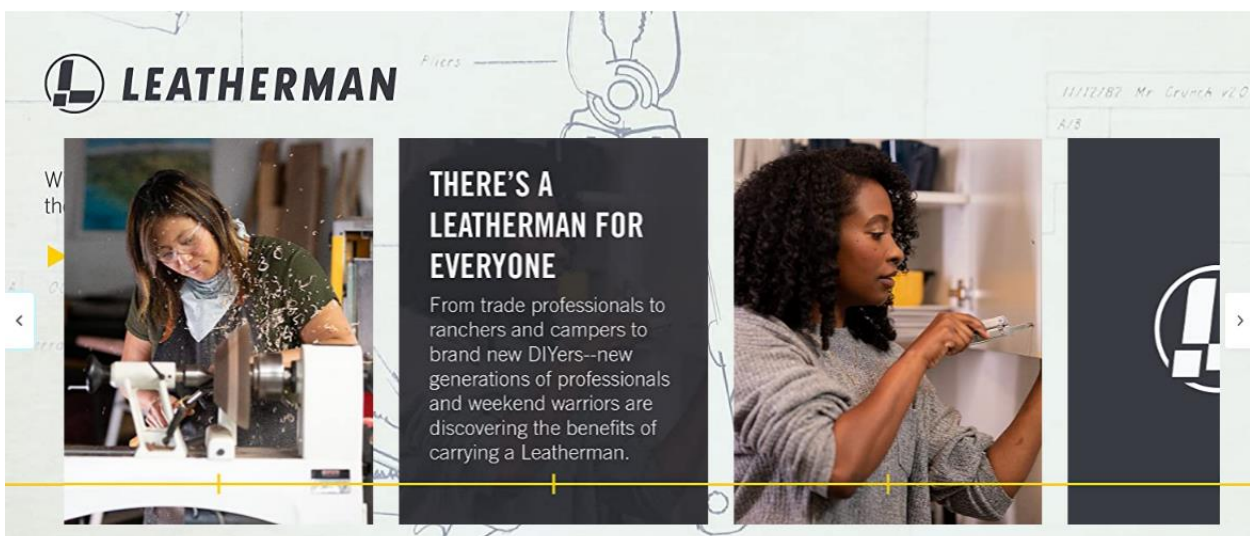
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MULTI-TOOLS MADE TO ENDURE

Rigorous testing and expert craftsmanship, our multi-purpose tools are built to withstand nearly any situation imaginable. Proudly based in Oregon since 1983, we make tough tools that last a lifetime.



LEATHERMAN



THERE'S A LEATHERMAN FOR EVERYONE

From trade professionals to ranchers and campers to brand new DIYers--new generations of professionals and weekend warriors are discovering the benefits of carrying a Leatherman.

