

# Australian Owned suttontools



Every experienced tradesperson and dedicated DIY enthusiast fully understands the benefits of working with the best quality tools, attachments and accessories.

Smart contractors and handy people know that investing in the best quality tools is a sound move that saves time on the job and helps produce a quality result.

Most tradespeople would be familiar with the high quality products of our supplier, Sutton Tools which celebrates its centenary this year. A multinational, Australian family owned business, Sutton Tools has built a reputation for high-quality tools and accessories which are used extensively by trade professionals and the DIY market.

An Australian manufacturing icon, the company's first hundred years is a remarkable story of one man's vision. William Henry Sutton left England in 1911 with the intention of establishing a new business in America. Interrupting his journey with a stay in Melbourne, he saw that Australia was lacking in skilled craftsmen who were able to make precision tools.

Settling in Victoria, he established a toolroom at Thompson's Foundry at Castlemaine and in 1917 Sutton Tools and Gauge Manufacturing Company started business in a converted stable at Westgarth.

William passed on his goal of perfectionism and pride in one's work to his sons, Henry George and Leslie. The tools they produced quickly became recognised as being of equal or better quality than those from overseas.

By 1925 the original factory, already expanded several times was now inadequate, resulting in a move to larger premises. William's two grandsons joined the business and started an apprenticeship and training program. Both willingly worked long hours every day, taking on every task including sweeping the factory floors.

By 1940, Henry George and Leslie Sutton became managing directors and continued the focus on quality, a strategy which rapidly increased sales. While originally manufacturing threads and gauges, the company progressively expanded into a broader range of cutting tools. By 1959, further growth forced a move to a 4,180 square metre factory in Thomastown.

Investment in research and development continued throughout Sutton Tools' hundred year history, resulting in a number of 'industry first' solutions. One of these was an initiative in 1960 to adopt the best method of producing the finest drill in the world. Sutton engineers returning from an overseas study established a "ground-from-solid" manufacturing process which became global best practice for premium drill production. This innovative process produced a new generation drill marketed as the "Silver Bullet" which remains as one of Sutton's flagship products.

By 1970, the third generation of Suttons, Bill and Jim had joined the company and embarked on a program to consolidate and extend the company's position.

Until 1989 the only available coated tools in Australia were imported, prompting the establishment of Surface Technology Coatings which enabled Sutton Tools to offer a high quality Australian product at a competitive price.

The fourth and current Sutton generation, Peter and Robert, joined the family business in the 1990s where their experience in cutting tools and passion for the business continues the company's tradition as an Australian champion in manufacturing.

The acquisition in 1994 of Patience & Nicholson in New Zealand, followed in 2001 by the acquisition of Patience & Nicholson Australia was the company's entry to the export market. By 2006 the company's export drive had gathered pace; a milestone marked by the sale of its five millionth drill to Germany.

So successful was the company's export initiative into key European markets that in 2009, Sutton Tools Europe was established with an office and warehouse in the Netherlands. The last 23 years has seen production of Sutton Tools' products audited and certified under ISO 9001 Quality Management Systems which demands the highest level of manufacturing excellence and quality control. These strict manufacturing processes, combined with use of the finest high speed steel imported from France and Austria, have played a major role in building the reputation of its drills and other products.

Engineering is based on class-leading design and measuring technology that simulates, tests and retests tools in practical applications. This approach helps to optimise design, benchmarks performance and produces a product that exceeds market standards. In 2008 Sutton Tools received the official accreditation by the Australian Made Campaign.

The search for improved products and processes has resulted in collaborative efforts with industry, universities, research organisations and government. Alignment with global cutting solutions organisations which share Sutton's commitment to quality and service has also been critical to success.

These include Tapmatic, a seventy-five year-old firm that is a world leader in the design and development of tapping products. The Tapmatic SynchroFlex, is the most advanced program for fast, accurate and cost efficient tapping across every machine and application.

Sutton established a partnership with Ceratizit, the 1921-founded carbide cutting solutions specialist. Ceratizit's custom solutions own over four hundred patents across the automotive and oil industries, mechanical engineering, medical systems, electronics, tools and mould construction.

With the product portfolio of both companies complementing each other in a number of diverse cutting tool applications, the



partnership benefits from the strengths of their respective product lines to offer a broad range of high performance carbide cutting solutions to Australian users of cutting tools.

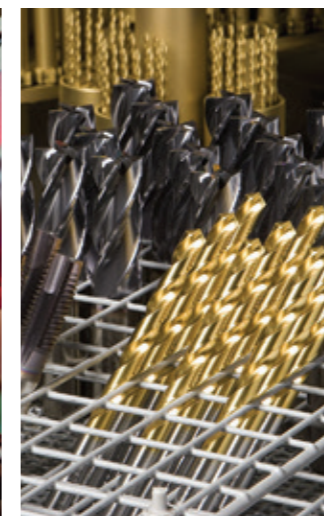
Another important partner is with the seventy five year-old Allied Machine and Engineering (AMEC), a manufacturer of metal-cutting tooling. Allied's precision engineering and expert applications make them the supplier of choice for complex metal-cutting challenges.

## Quality performance assured

While most tradespeople may not need some of Sutton Tools' highly specialised products, trade and DIY users at every level benefit from the company's Australian manufacturing pedigree and global technology connections.

Whether your need is for a jigsaw blade; masonry, metal or wood drill, holesaw or grinding tool, one hundred years of commitment to quality stands behind each product.

Employing 350 people globally, Sutton Tools produces 15,000 product lines and exports its tools to Europe and Asia. The company is well poised to continue its leadership position in tools into its second century as it builds on the knowledge and skills of previous generations.



Scan to Visit Sutton Tools' website or go to [www.suttontools.com](http://www.suttontools.com) for more information.

**suttontools**  
CELEBRATING  
**100 YEARS**  
1917-2017

JOIN US IN CELEBRATING OUR  
**100 YEARS WITH THESE LIMITED EDITION  
ANNIVERSARY DRILL SETS AND WIN!**

Competition details at  
[www.suttontools.com/celebrating100years/](http://www.suttontools.com/celebrating100years/)

For more information, call us on 1800 335 350  
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## 25 Pce Silver Bullet Anniversary Metric Drill Set

- Limited Edition Metal Case
- General purpose drill designed for machine and hand held drilling in a wide range of ferrous and non-ferrous materials such as steel, aluminium, brass, wood & plastics
- 118° standard point for general purpose applications
- Precision engineered parallel shank for accurate hole size
- Made from M2 High Speed Steel (HSS) offering the best combination of strength, heat & wear resistance
- Bright finish for general purpose applications, non-ferrous metals & plastics
- Celebrating 100 Years
- Sutton Tools – World class leaders in cutting tools



Scan the QR code to watch the corporate video

