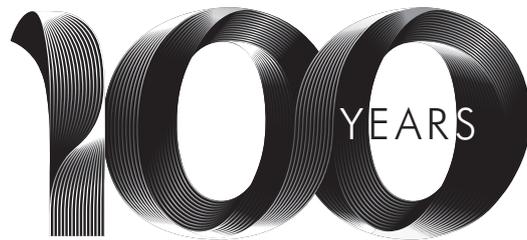




The central graphic features the number '100' and the word 'YEARS' in a large, three-dimensional font. The characters are constructed from numerous thin, parallel white lines that curve and overlap to create a sense of depth and movement. Below the '100' part of the graphic, the words 'S I N C E' are spaced out, and below the 'YEARS' part, the year '1 9 1 8' is spaced out, all in a simple, white, sans-serif font.

S I N C E 1 9 1 8



The F18 catalogue, the nineteenth issue since 1918, is highly symbolic!

As indicated by the silver '100' on the cover, in May 2018, FACOM joined the exclusive club of famous century-old brands.

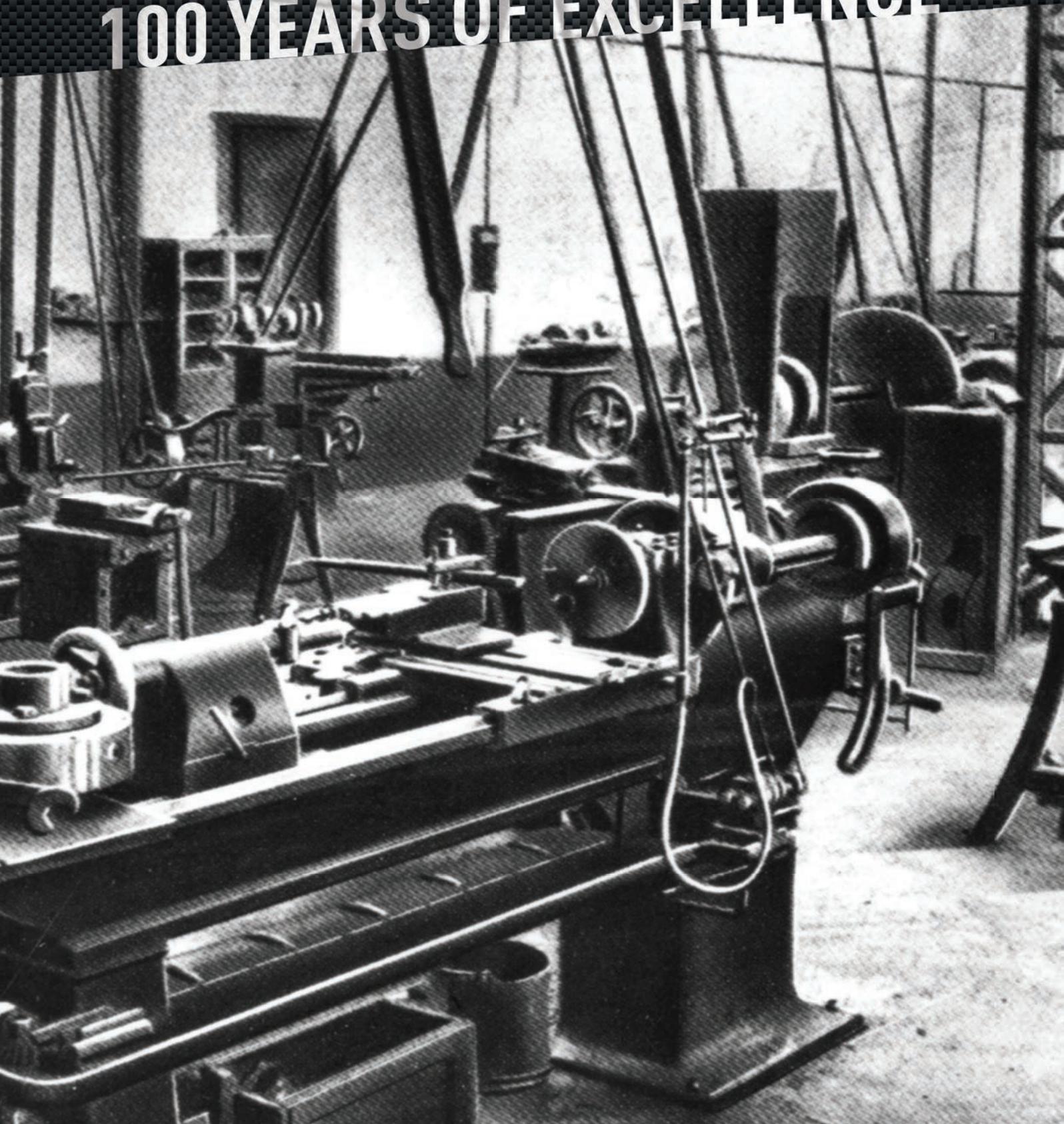
For FACOM, this centenary is a great opportunity to remind us of its durable attachment to the brand's original vision and values: providing professionals in many sectors with innovative and high quality tools for effective and safe performance.

This centenary is an opportunity to look back over a century of stories and pay tribute to those who have represented - and still represented this brand, now a must and unequalled in hand tools.

But this centenary is also a promise: a future which FACOM contemplated with excitement and determination. The adventure goes on, and even accelerates, at the forefront of innovation, to raise to the challenges of a world in full metamorphosis.

And FACOM commits to be there... in 100 years!

100 YEARS OF EXCELLENCE



THE BIRTH OF A CULT



1918: the time of reconstruction, the time of all possibilities. A young engineer graduating from the Arts and Manufactures, Louis Mosès is on the lookout for all industrial innovations. He naturally shows keen interest in the United States, the New World originally untouched by WWI, and its exceptional economic expansion since the end of the XIXth century. It is a time of booming industrialisation, transformation of production methods, the railroad boom facilitating raw material and finished product trading.

In those positive times, Louis Mosès specialized in patent filing. He worked in a consulting firm, which provided him with early access to many US patents. This is how he detected the design of an adjustable wrench; combining simplicity, versatility, easy use and ruggedness.

Louis Mosès was excited; he really believed in this wrench's potential! He set up a company named 'Franco-Américaine de Construction et d'Outillage Mécanique' (Franco-American Mechanical Construction and Tooling Company). A name which left nothing to chance. America was fashionable and any reference to it was a seller. 'The' FACOM has just been born.

Supported financially by his family and friends who trusted him, Louis Mosès purchased a forging workshop at the heart of the popular Paris, and employed about a dozen workmen. It produced the famous thirty centimetre adjustable wrench with the two rounded jaws, with 'FACOM Nr. 101' embedded. Nicknamed 'Mrs 101', the tool met with a huge success, it was talked about among specialists, even the railroad companies of the time tested it, before placing an order for hundreds of units.

FACOM then picked up: in 1920, they relocated to a more spacious workshop in Gentilly, marketed innovative tools for the burgeoning automotive and aeronautical sectors, first catalogue... The FACOM cult was growing.

THE PILLARS OF PERFORMANCE

Louis Mosès, the founding father, left strong inherited values, leveraged by all those who have made FACOM into a century old company.

The first of these values is passion. Passion of FACOM teams, who have always expressed their pride in working for their company. Passion of clients too, end users acting as distributors, by becoming the brand's 'aficionados'.

However, passion is not enough. Appropriate strategic choices are also required. At key moments, the management teams were able to make the right decisions based on a rare comprehension of the market and acute understanding of its needs.

Here are the main markers of this quest for excellence which forged the FACOM cult.

FACOM CATALOGUE: THE TOOL BIBLE

Leveraging the success of the 'Mrs 101', Louis Mosès broadened the product range. The first FACOM catalogue was published in 1924, an issue with just a few pages with hardly any more references... About a century later, the 19th issue includes: more than one thousand pages with close to 10,000 references! The FACOM catalogue has become the tool bible.

AN ORIGINAL MARKETING SYSTEM

In 1945, André Mosès, Louis's son, took over the family company with innovating ideas. In the United States, he discovered a sales system consisting in offering products directly to the users via a demonstration truck. The famous FACOM truck was born!

From then on, two complementary marketing approaches co-existed: sales to approved dealers on the one hand, and peddling of products to end users through proximity representatives on the other hand.



WORD OF MOUTH, THE BEST ADVERTISING

With a preference for discretion, in order to channel more investment into product quality and reliability, FACOM has never done major advertising campaigns... The company has built its reputation on word of mouth, and FACOM tool users have undeniably been their best representatives.

THE 'LIFETIME WARRANTY', SPECIFIC TO FACOM TOOLS

André Mosès, a visionary entrepreneur, launched the lifetime warranty in 1952. A genuine revolution in the world of industry.

This fabulous marketing pitch was supported by the total trust in the reliability and durability of FACOM tools.

With this warranty, FACOM follows the level of quality of its products permanently, identifies improvement paths and ensures premium service to its clients.

The principle of this warranty is that it is 'total', whatever the tool's condition, provided it was used in 'normal' conditions.

This commitment lives on, excluding only technical products, torque tools, roller cabinets and furniture. Every day, a dedicated department with a staff of 18, returns the equivalent of 1.2 ton new products to the clients.

THE SPIRIT OF PERFECTION



BUILD-UP

1952

13th French
manufacturer

1962

7th French
manufacturer

1972

1st French
manufacturer

1982

1st European
manufacturer

2006

integrates
the 1st global
group

FACOM, AN UNDISPUTED LEADER

'Excellence', 'Innovation' and 'Quality' are the three values associated to FACOM's black and red colours. From the onset, the company was positioned on top of the range, without ever denying it. Today, nobody disputes the specifics of FACOM products, and their aficionados consider them as the 'must-have of hand tooling'.

EUROPEAN NUMBER 1

Throughout the decades, FACOM has climbed up to the leading rank in global manufacturers. European number 1 in manual tooling over the last 35 years, the Group maintains its leadership through a unique innovation policy. Over two hundred engineers and experts, whether at the head office in Morangis or in the different sites in Europe and in the world, are dedicated to research.

'For those who build the world'

Thanks to its level of excellence, its innovative products, the quality of its tools, FACOM is the undisputed reference in terms of tooling in sectors as different as automotive repair, aeronautics, electricity, electronics or industrial maintenance.



KEY FIGURES

5,500
points of sale
in 120 countries

200
demonstration
vehicles

10,000
tool references

9
plants in Europe
including 5 in France

+60 %
tools manufactured in plants
owned by FACOM and the
StanleyBlack&Decker group
in France and in Europe

Belongs to the world
leader in tooling, with over

50,000 staff
through the world

THE SPIRIT OF PERFECTION



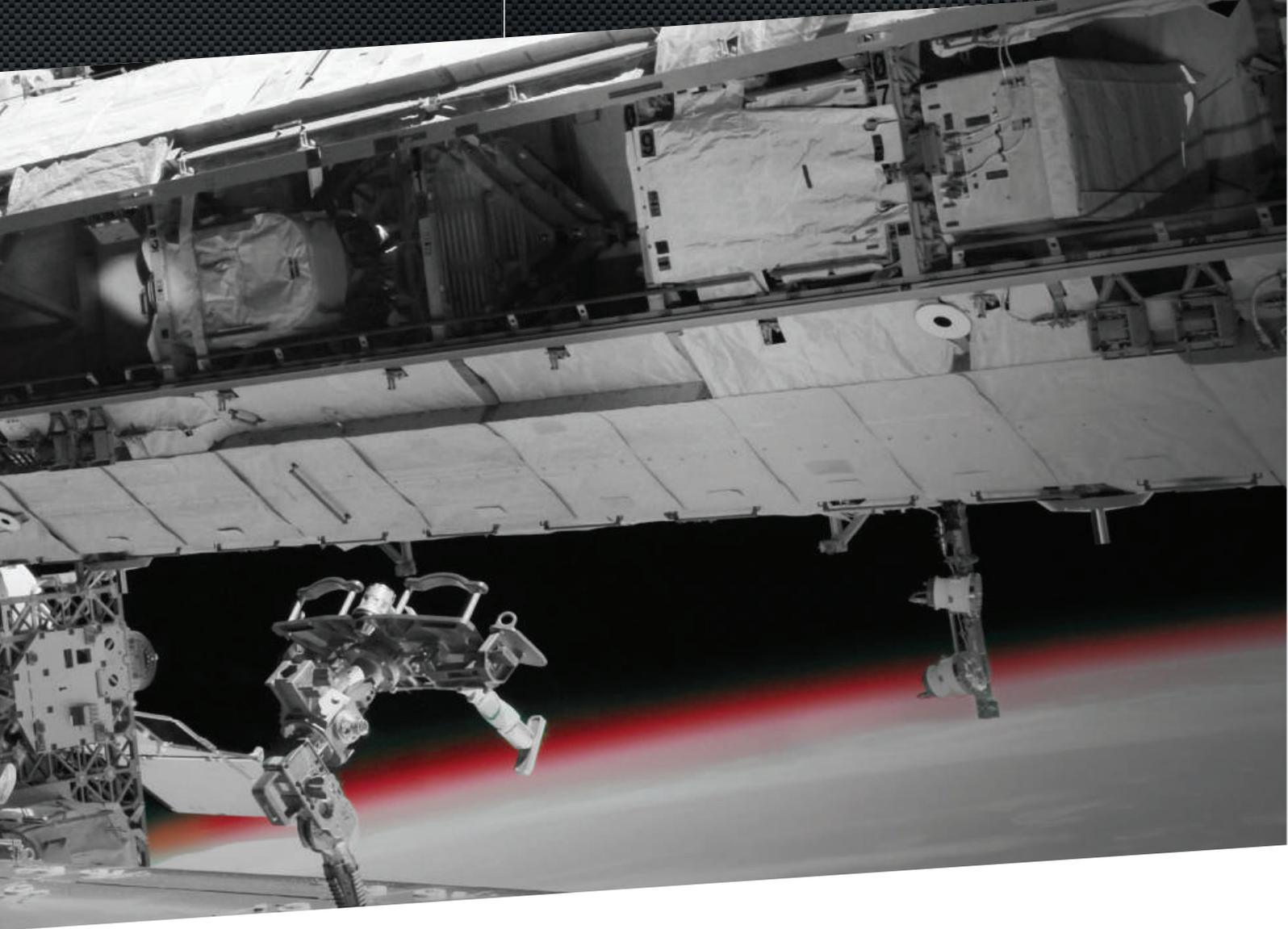
PARTNERS LOYAL TO EXCELLENCE

The quest for excellence has naturally found outlets in the most demanding sectors in terms of quality and safety. This particularly applies to the automotive industry. FACOM's roller cabinet is a must, present in the paddocks of Formula 1™ or MotoGP™ teams.

SUPPORTING TOP DRIVERS

Throughout the years, FACOM established a relation of trust with automotive professionals.

With champions... Five-time Formula 1™ World Champion in the 50s, the Argentinian Juan Manuel Fangio peddled the FACOM catalogue in the 60s. A few years later, Alain Prost tuned his first Formula 1™ cars with FACOM tools.



In the roads of the world rally championship, Sébastien Loeb has also supported FACOM's colours.

With brands too... The British maker McLaren required tools made with titanium, a light and precious metal, demonstrating the requirements in terms of production standards of both makes. FACOM took up the challenge and manufactured a special series, limited to 300 units, unique in the world.

SUPPORTING CONQUERORS OF THE SKY AND SPACE

Rumour has it... A FACOM tool has been flying the Earth's orbit above our heads for several years! It is said it was forgotten in one of the satellites launched into orbit by the *Ariane* rocket.

Today, major players in aeronautics and astronautics trust FACOM for the maintenance of their systems.

SUPPORTING PRESTIGIOUS STRUCTURES

FACOM is the reference tool when managing works on large infrastructures. Its name is associated with structures as iconic as the Channel Tunnel, the construction of the Grande Arche de la Défense, the overhauling of the statue of Liberty in New York or maintenance of the Eiffel tower.

SUPPORTING PLAYERS IN THE TECHNOLOGICAL REVOLUTION

Today, FACOM is networking with promising start-ups working all over the world on solutions compatible with its products. More particularly, this applies to the development of new battery technologies. Hence, FACOM works in 'open innovation' or 'shared innovation' with universities or engineering schools, organizing workshops during which students collectively reflect on the tools of the future.

THE ROUGH DIAMOND OF THE STANLEY BLACK & DECKER GROUP

The backing, back in 2006, of the Stanley Black and Decker group, the global leader in tooling, reinforced FACOM's leadership in hand tools. This pooling supported its development in the international industrial scene in general, and in the automotive and aerospace sectors more particularly.

FACOM benefits from the power and know-how of this global group and its 50,000 staff, while also benefitting from its investment capacity to imagine, manufacture and launch new products in its markets.

Stanley Black & Decker is an innovation accelerator for FACOM.

Leveraging its perfect control over local markets, the industrial and automotive division adapts the offer to the specific needs of each region.



Jim Loree is the Chief Executive Officer of the Stanley Black & Decker Group. He speaks of his attachment to the FACOM make, the values it bears, and considers the future... starting in 100 years.

What does FACOM represent for you?

FACOM is a major industrial player. It is one of the most famous and respected French brands. And FACOM conveys 'quality', 'innovation' and 'excellence'.

Why has Stanley Black & Decker chosen to acquire FACOM in 2006?

To continue its growth, the Stanley Black & Decker group, global Nr.1 in tooling, wished to get closer to companies bearing excellence in their respective markets. FACOM was probably the most iconic of all. Few brands in the world have such a resonance in the mind of people.

For FACOM, it was a great opportunity to open a new chapter in its history thanks to support from the leading tooling company.



'Since 1918, FACOM has been at the forefront of industrial excellence, a pioneer in advanced technical solutions guaranteeing a top quality service, and we are already working on the innovations of the next century, in the spirit of the company's founders.'

What is your approach to innovation?

Innovation is the cornerstone in providing advanced solutions for our clients on the one hand, and our Group on the other hand.

Innovation is key to be Nr. 1 in this market.

Innovation is what separates leaders from followers. It relies on three components: a strategy to design it, an expert to lead it, and a process or procedure to guide the project.

What for you is the greatest challenge in terms of innovation?

The first step consists in identifying the right level of new technologies to be integrated into our solutions to meet our clients' expectations. It is a matter of pace and pricing.

Beyond those, one thing is certain: in the future, cars will no longer run on petrol and maintenance of these new motors will be different. We will meet these new needs.

And then, with robotisation, we will also create solutions allowing robots to fulfil their missions.

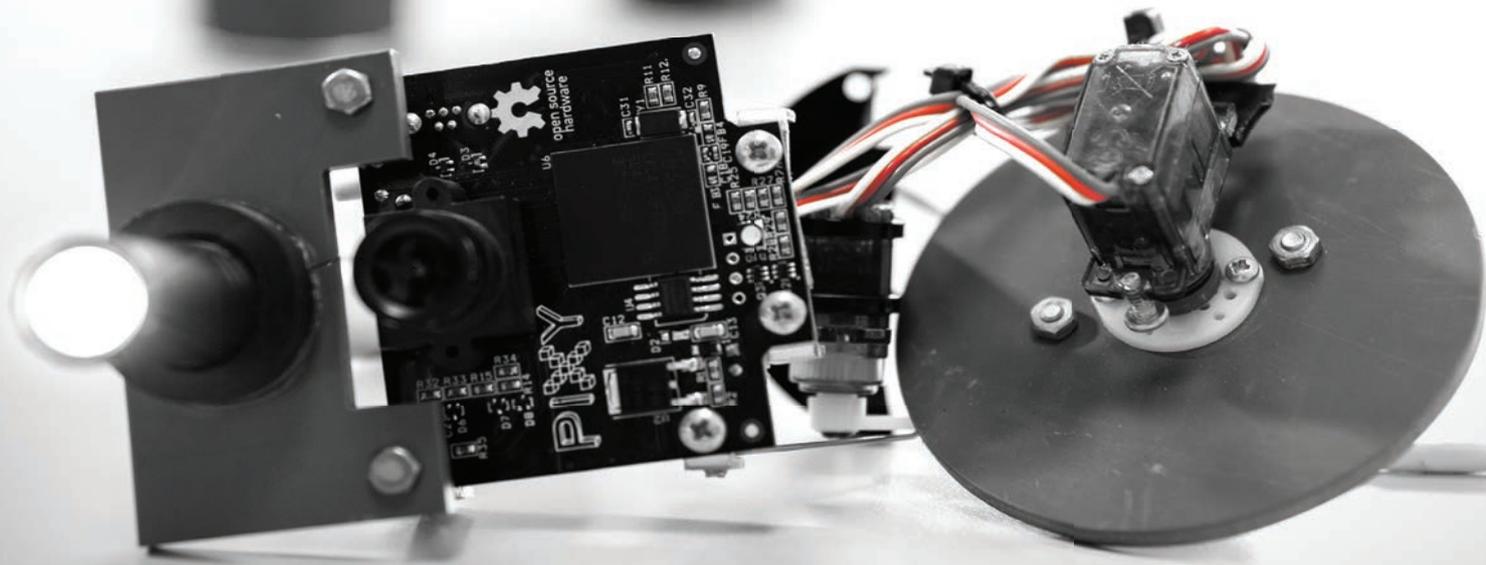
What is your ambition for FACOM?

We are the largest global tooling manufacturer. Our products and services change the life of our clients. Our objective is to allow those who build the world, those who produce and create, to have solutions meeting their needs and facilitating their task. We will continue inspiring those around us.





THE SPIRIT OF PERFECTION



INNOVATION: CORNERSTONE OF DEVELOPMENT

FACOM has built its reputation on its ability to market tools which are innovative in terms of safety, effectiveness, ergonomics, design ... The impetus was given by Mr Caroff, a FACOM employee and gifted inventor, who filed multiple patents.

Throughout time, FACOM accumulated the 'firsts': first chrome-plated tools rather than burnished by heat treatment, first socket tools, first smart tools...

Innovation according to FACOM, means developing new concepts through progress in methods, the definition or original processes, as well as research in the science of materials.

KEY FIGURES

+ 200
staff dedicated
to research and
development

30
experts
in innovation

20
engineers specializing
in technology and
industrialisation

10
design offices

1
design laboratory
dedicated to ergonomics and
product aesthetics

TOWARDS TOOLS WHICH ARE MORE EFFECTIVE, MORE ERGONOMIC, MORE RELIABLE, 'SMARTER'

RFID TOOLS OR THE ILLUSTRATION OF THE GROUP'S FORCE

Radio-identification, most often identified by the RFID acronym, i.e. *radio frequency identification*, is a method for remote data memorization and retrieval using markers called 'radio-tags'. The addition of RFID to the FACOM tools is a great story.

It started with a request from the aeronautical industry...

In this sector extremely sensitive in terms of safety, forgetting a tool in an aircraft system during its manufacturing, or a maintenance operation, can cause an air disaster. How can one be sure no tool has been forgotten? Initially, FACOM fitted its storage cases with special foam trays ensuring any missing tool would be seen instantly. However, this only solved half of the problem, as although this tool was seen to be absent, it remained to be found.

FACOM then offered tools fitted with a fluorescent material allowing their remote identification, but this required an inspection with a UV lamp.

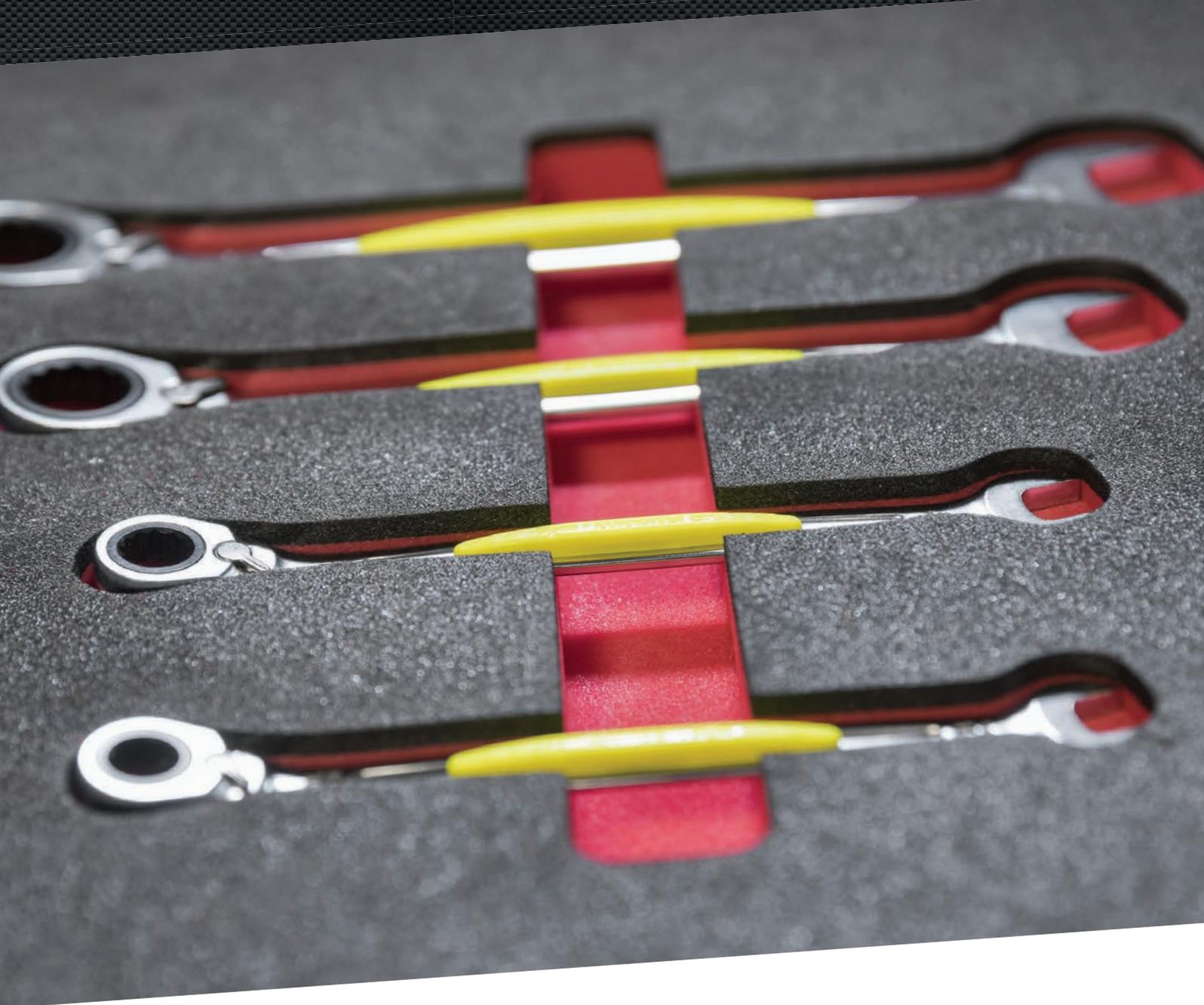
This led to the idea of integrating RFID chips to the tools. But FACOM did not master this technique at the time. The solution came from a subsidiary of the Stanley Black & Decker group, specializing in RFID and the software ensuring traceability.

Close cooperation between the French and American research teams showed FACOM how to integrate RFID chips to hand tools, and sensors to its associated storage solutions.

Success was instant... For the first time, FACOM sold tools and storage units to the German aeronautical industry, in fact via the local sites of the European consortium Airbus.

TOOLS SECURED FOR WORK AT HEIGHT: THE FACOM SOLUTION

Why wait so long for a solution to attach tools to carrier belts? The idea is just common sense, nearly obvious. And yet this technique was developed rather recently, and FACOM played a vital role in it.



In fact, the problem is not that simple. Up to now, users were hostile to this idea, as belt attachment interferes with their movements. By discussing with clients, FACOM teams finally found out that the tool could be dropped when gripped. An ergonomic solution was then found: While maintaining basic ergonomics of use, FACOM's solution provided a double safety for tool seizing and placing, whether linked to the wrist or belt.

NEW GENERATION OF ROUND HEAD RATCHETS

In 2016, FACOM created a stronger, sealed, compact, light and customizable ratchet: the 161.B. It is twice as strong and resists industrial dust. Designed using an innovating technique (powder injection moulding), this new generation tool was a hit when released, and is becoming the reference in its category by imposing new standards.

FACOM 4.0





LET'S INVENT TOMORROW

100 years and beyond... Celebrating this centenary also means, always staying loyalty to the brand's values and spirit, turning resolutely to the future and attempting to imagine tomorrow's FACOM...

Imagine FACOM; not in 100 years, as this would be unrealistic, but in 5 or 10 years. It will be a new era if the world continues changing at its current pace.

This teaser is based on many discussions with those who are currently in charge of imagining and preparing the FACOM of tomorrow.

Connected tools, datacentre, smartphone for all, applications, cyber-security, zero paper... The digital transformation has hit FACOM throughout its organisation.

Nevertheless, a constant remains inalterable: client relations. Our clients are our best ambassadors and, in addition, they foster innovation by expressing their needs.

Our 'in-house' trucks, our link with the clients, continue travelling European roads. Fully electric, hyper-connected, most of the time the 'FACOM' drives in auto pilot, saving tiredness and stress for the driver, the brand's technical advisor. Comfortably installed in a cab which is more similar to an office than a driver's seat, the latter leads the tasks related with his mission, prepares his next appointments, views the Group's social networks... While being able to take over driving at any time.

FACOM could have chosen remote-controlled driverless vehicles, as they are now becoming commonplace. The idea was appealing, but was rejected unanimously. The reason was simple: the traditional physical contact with clients - allowing to find an unsuspected need through discussion - is much too precious, and even if direct contact, guaranteeing a proximity relation, is no longer fashionable in this all-connected era...

FACOM maintains contact permanently. THROUGH social media first, where clients are now several hundred thousand to regularly follow the Group's news and visit backstage. Proactive clients have become genuine 'FACOM ambassadors' and facilitators of a community of loyal clients increasing permanently.

Increasingly sophisticated and highly intuitive applications collect valuable data on the use made of the tools, providing instant feedback on the technical difficulties met and supporting solutions to be sought, without any user intervention.



THE TOOLS ALWAYS OFFER MORE ADDED VALUE

Potential needs are sent directly to the desk of the Innovation team in Morangis, where tomorrow's tools take shape.

At FACOM, three directions have been guiding research over many years: productivity, safety and interactivity. Why this triple bias? Because they are the competitive forces of the brand, with an international fame for making the best tools in the market.

Working faster with a tool means simplifying its use and reducing repetitive gestures. For a composite manual tool, where each part assembled has its importance, innovation is in the details: choice of materials, size, weight, ergonomics...

Simultaneously, the tools must guarantee optimum safety. A few years back, capitalising on the success of the 'Safety Lock System' tools, which prevent not only the risks of falling onto somebody or a fragile machine, but also the loss of a sometimes expensive part, FACOM teams are now dreaming – and working – on electromagnetic solutions which would fully eliminate the obstacle feel.

Connectivity first appeared on battery tools; but hand tools ultimately followed. Nowadays, certain 'speak' or rather 'express themselves' in case of tiredness or overheating... This last innovation was subject to long debates within Innovation teams around the choice of the right voice tone!

Once validated, the idea is transmitted to the prototypes laboratory, in charge of studying the project's technical feasibility. The prototypist then produces a pre-model which is then submitted to many tests. This work has evolved with the 3D printer, which has opened the era of tailor-made and small series for all. This is 'additive manufacturing', a practise which is developing constantly and no longer reserved only to excellence partners.



If considered compliant, the R&D department takes over to study the economic relevance of the project: production cost assessment, sales forecasts, launching costs, checking with users via FACOM's technical advisors. Then come test groups, made of representative clients, who express their opinion. These discussions allow projects to be corrected and improved, before their transfer to the plant.



Innovation also calls upon permanent watch for new trends and identification of partners likely to help us accomplish our next technological leap, always faster. FACOM is now in permanent contact with a vast network of start-ups throughout the world, and its teams cooperate daily with their contacts. It is in fact a permanent brainstorming session in a vast workshop extending over all continents.

INNOVATION IS A COLLECTIVE CHALLENGE

In a 'garage of the future', users – human clients, but also robots - are conveyed to test innovation approaches. These clients can also be trained at home with the catalogue of augmented reality training. Once the headset on, the user trains, as long as necessary, in reproducing the perfect gesture. When back to reality, the user is perfectly trained...

Facing an ever more aggressive competition, FACOM must keep a forward edge, perfectly master the uses of its clients, and better anticipate their needs.

FACOM achieved this in a major market: the automotive industry. With the decline of fossil fuels to the profit of renewable sources of energy, this sector has completed its revolution. Petrol engines are being phased out by batteries, and tooling had to be rethought accordingly.

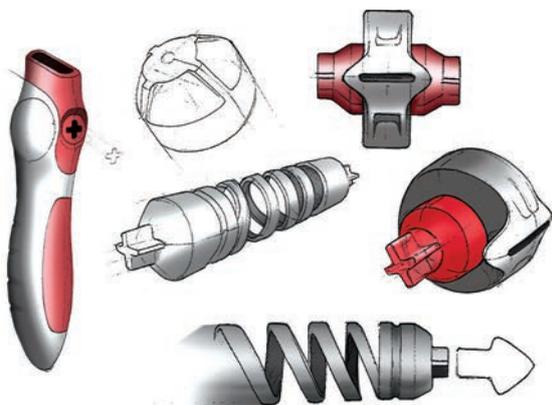
Half of the tools used yesterday are no longer used today. FACOM was able to design fully renewed product ranges in record times, thanks to its strong implantation with manufacturers and garages, inherited from its long history.



If the technological environment and basics of its client relation allowed FACOM to accelerate the pace of its innovations, a constraint remains: the frequency at which clients are prone to invest in innovating products... Finding the proper timing is more than ever a requirement, ensuring the distribution of a new product and full satisfaction of its users.

ROBOTS HELPING HUMANS

Time goes by, but FACOM plants remain mostly anchored in the French territory and in Europe, always close to their clients. In these plants, digital technologies and on-board sensors have completely changed the production line. More connected, the plant has become 'smart' with the most demanding tasks robotised, consumptions optimised, internal and external flows rationalised...



Nevertheless, humans remain at the heart of the manufacturing process. Robots help humans, and not the other way round. FACOM fits these same robots with tools which have become indispensable to their activities. 'Cobotics', an emerging technology, aims at producing robots assisting humans by automating part of the tasks, is an answer to difficult and arduous tasks or those with very little added value. The technician is then in direct or remote interaction with the robotic system to decide and correct, if required.

Simulation and control tools optimize quality of products and performance of the plant over a broad operating range. All data collected via the sensors is stored in a datacentre, then used for fast adaptation or reconfiguration of the plant, to meet market requirements.

FACOM plants are now '4.0 plants' based on Stanley Black & Decker's three pilot sites opened in the United States in the 2010s. The Group's 80 plants in the world are now fully digitized, with screens replacing paper.

Although method changes are important, the 4.0 plant has not forgotten the spirit animating the company since its creation; the staff has kept the same excitement and pride in their work for FACOM. Creativity, energy, passion remain the only guiding threads in the brand's daily business.

BASICS WHICH RESIST FRANTIC MODERNITY

If the visit by the FACOM dealer remains an expected moment, clients now often use digital tools to place orders for their urgent needs. 'Express' delivery is guaranteed, the delivery drones now being able to move ever heavier loads at increasing speeds.

In the sharing and pooling era, a debate has arisen lately with the FACOM community, staff and ambassador clients... The Innovation department and Marketing department are about to launch a new concept: a travelling tools leasing service. The project remains 'top secret', but rumour has it that the user would be able to rent the references meeting his/her needs for the time of his/her choice. In addition, delivery would be possible in the site of their choice... still by drone!

Progress cannot be stopped but, fortunately it does not sweep everything in its path. The new issue of the FACOM catalogue is about to be finalised. A few minor modifications, here and there, in a text or a photo, and then transfer to the printer, web sites and smartphones!

FACOM, always at the forefront.

TP20 STD FORCE
W22643

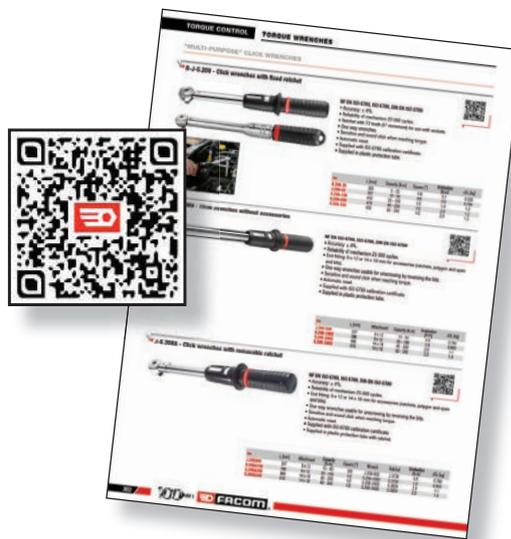


F18, THE 100% CONNECTED CATALOGUE

Whether printed or digital, always be at the forefront! Scan the QR codes corresponding to each of the 10,000 products and access all additional information: updates, selection aid, recommended accessories, videos... Whether in your workshop or on a worksite, nothing to install: just your smartphone or tablet, and access the digital version of the F18 catalogue.

F18 is the first paper catalogue remaining 100% up to date.

FACOM, always at the forefront of innovation!



KEY PAGES TO INFORM YOU

2 HANDY INDEXES:

ALPHABETIC	1204
ALPHANUMERIC	1212

FACOM WARRANTY:

1202

FACOM AVAILABLE TO YOU:

Client contact	1224
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TECHNICAL AND SAFETY:

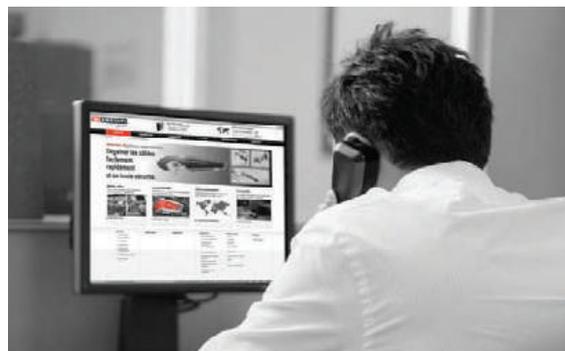
Safety instructions	1090
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PRACTICAL INFORMATION

CONTACT FACOM EXPERTS

Whatever your question, our advisors have access to the most comprehensive data to provide you with a reliable and precise answer in real time or within 24 h maximum.

- > Technical information.
- > Search for a product or a spare part.
- > Recommendations of us.
- > Technical documentation request.



TECHNICAL INFORMATION

Tel. (33) 01 64 54 45 14

8 to 12:30 am - 1:15 to 6:00 pm

SPECIAL TOOLS

Tel. (33) 01 64 54 46 70 Fax (33) 01 69 74 29

048 to 12:30 am - 1:15 to 5:00 pm

www.facom.com

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