

Stanley Black & Decker join LFC

Liverpool Football Club has announced a new addition to its growing family of commercial partners. Stanley Black and Decker Inc will become the club's official partner in the tools and security categories on a worldwide basis.

Stanley Black and Decker Inc has been raising its profile globally through the Barclays Premier League during the past two seasons, and now it has partnered with one of the world's most iconic brands in football.

LFC Managing Director Ian Ayre said: "The Stanley and Black & Decker brands enjoy great heritage and tradition, much like Liverpool FC, and we look forward to working with Stanley Black and Decker on a global basis.

"Stanley is an excellent organisation and fits very well into our family of sponsors and we are proud to join them and help take their engagement with football fans to the next level. The deal comes at an exciting time for Liverpool FC as we continue to announce a number of new partners, which will strengthen our commercial business."

Scott Bannell, VP of Global Corporate Brand Management for Stanley Black & Decker, added: "We are a 168-year-old company, and we are excited to be partnering with a club such as Liverpool that was founded in 1892, and is the most successful and iconic football club in the EPL, and one of the most popular and well-known football clubs in the world. Its rich history and tradition of excellence makes Liverpool a perfect fit with our own brands.

"Liverpool's heritage as a football powerhouse, its passionate and global fan base with more than 200 fan clubs in more than 40 countries, and dedication to success, is all in perfect keeping with our strategic goals to support and increase global brand recognition and sales activities for our portfolio of world class brands.

"This partnership with Liverpool FC will play an important role in continuing to effectively promote the Stanley Black & Decker portfolio of brands, and we are excited to now be a part of the Liverpool FC family."

<http://www.liverpoolfc.tv/news/latest-news/stanley-black-decker-join-lfc>

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