



## NEWS RELEASE

### Victor Axe + Tool to Announce and Open Preorder Availability for Charcoal Collection of Tools and Soft Goods

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**Embargo** November 17, 2016  
**Contact** [info@victoraxe.com](mailto:info@victoraxe.com)  
**Official Page** [www.victoraxe.com/charcoalcollection](http://www.victoraxe.com/charcoalcollection)  
**Press Kit** [www.victoraxe.com/charcoalcollectionpresskit](http://www.victoraxe.com/charcoalcollectionpresskit)  
**(Product and Editorial Images)**

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Victor Axe + Tool will announce its newest line of products on November 17<sup>th</sup>, 2016. The strikingly, subtle Charcoal Collection re-releases six Victor tools and soft goods in an all-black color palette, with the intent to stimulate interest in sustainable, maintainable and enduring goods. Preorders will begin on Black Friday, November 25<sup>th</sup>.

The soft goods are handcrafted in Grand Rapids, Michigan from black 9 oz. full-grain leather, 18 oz. waxed twill canvas, and brass hardware. The collection's soft goods include the Waxed Canvas Tool Roll, Tool Duffel, and Log Tote.

The USA-made axes and hatchet are finished with a matte-black stain and pure Linseed Oil, allowing for ongoing care and maintenance. Once finished, each tool is paired with handmade, brass-riveted leather head cover. The Charcoal Collection tools includes the Bolton 13" Half Hatchet, Seneca 23" Hudson Bay Axe and Emerson 28" Boy's Axe.

#### Charcoal Collection Product Details

**Waxed Canvas Tool Roll** - This handmade, waxed canvas and leather tool roll organizes, protects and mobilizes your most versatile tools. Perfect for axe maintenance tools, art supplies and more.

**Waxed Canvas Tool Duffel** - Your little beast of a companion for the tools you need at hand. Large enough to fit a standard-length hammer, one of our Half Hatchets, or even your auto emergency kit but still very compact and made from pliable materials with a low height profile to maintain packability.

**Waxed Canvas Log Tote** – You could carry wood cradled in your arms, struggling to open doors on your way back to the fireplace while the creatures who've made those logs their home start crawling up your sleeve. Or instead, you could use the robust Victor Log Tote, carrying more in each trip.

**Bolton Half Hatchet** - A 13" American Hickory handled Half Hatchet that features a generous cutting edge and a solid smooth-faced hammer. These tools are bred from a line of 'no nonsense' tools, built to get the job done.



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**Seneca 23" Hudson Bay Axe** – A 23" fawn footed Hudson Bay axe that is the collective effort between Victor and Council Tool. Generally known as the sportsman's axe, the Hudson Bay is an axe historically used by hunters and trappers. Compact for travel, with enough punch to get through most jobs.

**Emerson 28" Boy's Axe** – Like the Hudson Bay, this 28" axe is a right sized tool for everything from light log splitting, trailer work and felling. Drop forged in North Carolina and finished in Grand Rapids, Michigan.

#### **About Victor Axe + Tool**

Victor is a brand committed to combatting a culture of 'throw away' products that stems from a lack of quality and planned obsolescence. We're on a journey to create tools and goods that outlast time and trend, through sustainable quality, covetable design and enduring performance. Designed to live on.

Victor Axe + Tool pairs classic design with premium materials and great manufacturing partners to create covetable tools that get the job done and don't need replacing. Victor is located in Grand Rapids, Michigan, a community built on a foundation of fine craftsmanship and hard work.

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Designed to Live On.