



National Tradesmen Day FAQs and Responses

Note: This document serves as a guide for responding to questions about National Tradesmen Day. These responses can be used with customers, tradeshow attendees, or the media. Typically, ALL media inquiries should be directed to the marketing communications team. However, the IRWIN media policy has been relaxed for National Tradesmen Day so that ALL employees can proudly speak on behalf of National Tradesmen Day. The only parameters for this relaxed media policy are that ONLY leadership can speak with the **media** about brand strategy, financial performance, overseas manufacturing, etc.

If you are approached by media, and feel uncomfortable speaking “on the record” or on camera, please direct media to the Marketing Communications team.

Q1: How did IRWIN come up with the idea for ‘National Tradesmen Day’?

IRWIN has a long-standing commitment to professional tradesmen. We deliver on this commitment in the quality of the products we make for professionals who depend on their tools to get their jobs done every day. In addition, we want to recognize and celebrate the role of tradesmen in making our lives better. To elevate the role of tradesmen in our society, we introduced ‘National Tradesmen Day,’ slated this year for Friday, September 21st.

Q2: Is there a special reason for choosing September 21st as the official day for ‘National Tradesmen Day’?

‘National Tradesmen Day’ will be celebrated each year on the third Friday in September. We chose this timing for several reasons: first, we wanted to dovetail with Labor Day, which originally focused our nation’s attention on America’s workers; second, we wanted families to be back at work and in school, with hopes that they too would honor America’s professional tradesmen in their own inventive ways; and, finally, we selected a time period when building and construction across the nation typically would be active, so that we can honor tradesmen at the workplace.

Q3: How will IRWIN celebrate ‘National Tradesmen Day’?

We want to serve as a catalyst for events and celebrations across the nation, including media attention to our nation’s professional tradesmen, retailers’ special activities and hyper-local community and jobsite events. We are excited about the prospect of people embracing ‘National Tradesmen Day’ in personal and communal fashions that demonstrate their appreciation and creativity. The sky is the limit for honoring these skilled men and women who build our homes, fix our cars, keep our water and electrical supply lines functioning, and so much more.

Q4: Why have we not had a day to honor America’s tradesmen in the past?

Historically, our country recognized workers on Labor Day. That occasion has become almost a last-day-of-summer focus, and we now want to elevate the role of America’s tradesmen with a new, fresh, dedicated celebration of these skilled professionals who bring so much to our lives every day.

Q5: Who does IRWIN consider to be the core focus of America’s tradesmen?

America’s tradesmen are a diverse group of skilled men and women who use their hands to put a roof over our heads and give us a place to call home; who give our kids a place to learn, so the next generation will be even stronger than the first; who keep us moving; who keep us warm; who make sure our lights stay on; who keep our water running — in short, who make our nation as strong as it can be. Tradesmen include electricians, plumbers, auto mechanics, framers, masons, brick layers, roofers, maintenance and repair professionals, flooring installers, welders, and HVAC technicians, to name just a few.

Q6: The inaugural event in 2011 fell on Mexico’s Independence Day, and the event’s logo includes a Spanish translation of the words “National Tradesmen Day.’ Is there a special reason for this focus?

Our nation’s professional tradesmen are a tremendous blend of various skills and ethnicities, including strong representation of tradesmen with Hispanic backgrounds. We want ALL tradesmen to be honored by ‘National Tradesmen Day.’

Q7: What does the logo for ‘National Tradesmen Day’ represent?

The logo-mark shows an uplifted hand—an image of strength and confidence—clenching a pair of Vise-Grip locking pliers, a universal symbol of hard work and productivity. This image conveys power, and is a ‘quick-read’ for the role of tradesmen in our lives.

Q8: How can people get involved with ‘National Tradesmen Day’?

We at IRWIN welcome retailers, community groups, schools and families to help salute our nation’s professional tradesmen. To learn more, visit: www.nationaltradesmenday.com.

Q9: What specific activities does IRWIN envision as a part of ‘National Tradesmen Day’?

We know that the national media will be eager to support this celebration with editorial pages and news coverage. In addition, IRWIN will be honoring our nation’s tradesmen at jobsites, retail locations and throughout our network of retail partners, where we expect that retailers will be staging special events in honor of their tradesmen customers. At the local level, schools and individual construction-related firms will be planning their own ways to salute the working men and women of America. Looking ahead, we even hope that institutions such as the U.S. Postal Service will be willing to publish a stamp that honors professional tradesmen. The passion and creativity that this event will attract is truly boundless.

Q10: Why has IRWIN chosen to use the word ‘tradesmen’ when both men and women make up the professional trades?

‘National Tradesmen Day’ honors and celebrates the contributions of ALL tradesmen—both men and women—who help to build a strong America. The occasion is inclusive, as we recognize diverse groups of professionals in many trades and of every background.

Q11: Why has IRWIN moved its manufacturing to China? By having done so, is IRWIN genuine about its support of our nation's tradesmen and U.S. jobs?

National Tradesmen Day is not just about America’s professional tradesmen. It’s actually being celebrated throughout the world. IRWIN Tools has provided our nation's tradesmen with the finest quality products at a great value since 1885 — over 125 years. With manufacturing facilities located all around the globe, IRWIN guarantees that tradesmen all over the world can count on best-in-class tools, unparalleled product innovations, and superior value — a combination of quality and pricing that tradesmen count on every day. Our commitment to our nation's tradesmen is evident through other programs such as The Ultimate Tradesman Challenge, SkillsUSA, and National Tradesmen Day—a celebration of tradesmen that was introduced in 2011.

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