

TEAM OF THE YEAR

Milwaukee UK marketing

There are 13 members of the UK marketing team at Milwaukee – and they are BUSY.

All governed by strong data analysis, ensuring Milwaukee is developing and supporting the products users want. When they want them.

The combination works. In a flat market, Milwaukee tools in the UK is showing double-digit growth year on year.

Events (27 in one year)

Retail media – supporting distributor partners

A busy Influencer marketing programme

Agile digital advertising calendar

Seasonal campaigns

A new demonstration and learning centre for 2026

Strategic redemption and incentive programmes



**A BIG TEAM FOR A BIG BRAND
DELIVERING BIG NUMBERS**