

# MEASURING TOOLS



Stanley has been manufacturing high-quality measuring tools since 1854, well before Henry Ford's Model T and Orville and Wilbur's fun-fly at Kitty Hawk. That same year, A. Stanley & Company was founded and began producing folding wooden rules for carpenters and other tradesmen. From those humble beginnings, Stanley Tools grew to become today's gold standard by which other hand tools are measured.

Throughout its long history of manufacturing some of the world's best measuring tools – a span of over 165 years – Stanley has been driven by an unwavering commitment to quality, innovation and precision – principles that guide the company to this very day. Along the way, Stanley has achieved several noteworthy milestones, which included making the first steel tape rules in 1930 and in 1963 introducing the iconic PowerLock® “coilable” steel rule, which has become the world's most popular measuring tape. And in 1969, the PowerLock® tape measure was selected by NASA to be part of the lunar landing gear on *Apollo 11*.

Not satisfied to rest on its laurels, Stanley redefined the measuring-tool market in 1999 with the launch of the Stanley FatMax® line of tape measures. These high-performance, professional-duty tools combine rugged construction with innovative features, such as a 1-1/4-inch-wide blade equipped with the world's first 11-foot blade standout, Mylar® polyester film for blade protection against rust and wear, and BladeArmor™ coating that extends blade life up to 10 times longer than a basic Stanley tape rule. The FatMax® line also includes a 40-foot tape, which is one of the longest self-retracting short measuring tapes on the market today.

In 2006, Stanley shook up the market once again with the introduction of Stanley® FatMax Xtreme® Tools, which include chrome-cased tape measures that boast the world's longest blade standout available on the market today: 13 feet, allowing one person to do the work of two. They also have cushion grips and an oversized end hook that can easily grab construction material from any angle.

So regardless of whether you're a professional contractor, a do-it-yourselfer or an astronaut – you can always trust the quality and accuracy of Stanley measuring tools, as people have for nearly 8 generations.



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\*Compared to Stanley 1" tapes

## FatMax Xtreme® Tape Rules

- 13' blade standout
- 1-1/4" wide blade for easy readability
- 150% larger hook\* designed to grab on side, top or bottom for versatility
- BladeArmor™ coating on the first 6" maximizes durability of the blade
- High-visibility Mylar® polyester film extends life of entire blade and provides visibility in low lighting
- Chrome case with durable rubber-holds up to heavy use
- AirLock™ rubber slide lock is resistant to impact and makes locking and unlocking easy
- 16" and 19.2" stud center markings simplify framing jobs
- Cushion grip provides comfortable, slip-resistant hold
- Three-rivet, corrosion-resistant Tru-zero end hook for accurate measurements

SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BLADE STANDOUT	BOX QTY	CARTON QTY	UPC
33-885	Chrome/Black	16'	1-1/4"	13'	4	24	076174338850
33-890	Chrome/Black	25'	1-1/4"	13'	4	24	076174338904
33-891	Chrome/Black	8m/26' cm graduation	1-1/4"	13'	4	24	076174338911
33-895	Chrome/Black	30'	1-1/4"	13'	4	24	076174338959
33-900	Chrome/Black	35'	1-1/4"	13'	4	24	076174339000



## FatMax® Tape Rules

- 11' blade standout
- 1-1/4" wide blade for easy readability
- BladeArmor™ coating on the first 4-1/2" maximizes durability of the blade
- Mylar® polyester film extends life of entire blade
- High-impact ABS case with durable rubber-holds up to heavy use
- Top-forward blade lock makes locking and unlocking easy
- 16" and 19.2" stud center markings simplify framing jobs
- Cushion grip provides comfortable, slip-resistant hold
- Specially designed multi-catch hook grabs on top or bottom for versatility
- Three-rivet, corrosion-resistant Tru-zero end hook for accurate measurements

SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BLADE STANDOUT	BOX QTY	CARTON QTY	UPC
33-716	Yellow/Black	16'	1-1/4"	11'	4	24	076174337167
33-725	Yellow/Black	25'	1-1/4"	11'	4	24	076174337259
33-726	Yellow/Black	8m/26' cm graduation	1-1/4"	11'	4	24	076174337266
33-730	Yellow/Black	30'	1-1/4"	11'	4	24	076174337303
33-805	Yellow/Black	10m/33' cm graduation	1-1/4"	11'	4	24	076174338058
33-735	Yellow/Black	35'	1-1/4"	11'	4	24	076174337358
33-740	Yellow/Black	40'	1-1/4"	11'	4	24	076174337402

Mylar® is a registered trademark of DuPont Teijin Films

## Max™ Tape Rules

- 10' blade standout (on specified models)
- 1-1/8" wide blade for easy readability (on specified models)
- High-impact ABS case with durable rubber-holds up to heavy use
- AirLock™ rubber slide lock is resistant to impact and makes locking and unlocking easy
- 16" and 19.2" stud center markings simplify framing jobs
- Cushion grip provides comfortable, slip-resistant hold
- Three-rivet, corrosion-resistant Tru-zero end hook for accurate measurements
- Specially designed multi-catch hook grabs on top or bottom for versatility



SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BLADE STANDOUT	BOX QTY	CARTON QTY	UPC
33-691	Yellow	12'	3/4"	—	4	24	076174336917
33-692	Yellow	16'	3/4"	—	6	30	076174336924
33-278	Yellow	16'	1-1/8"	10'	6	36	076174332780
33-279	Yellow	25'	1-1/8"	10'	6	36	076174332797
33-262	High-Vis Orange	25'	1-1/8"	10'	2	8	076174332629
33-298	Yellow	25' Engineer's Scale	1-1/8"	10'	6	36	076174332988

## PowerLock® Tape Rules

- 8' blade standout
- BladeArmor™ coating on the first 3" maximizes durability of the blade
- Mylar® polyester film extends life of entire blade
- Compact case design for grip and feel
- Chrome high-impact ABS case is job site tough
- Secure blade lock won't creep during measurements
- 16" and 19.2" stud center markings simplify framing jobs
- Three-rivet, corrosion-resistant Tru-zero end hook for accurate measurements



SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BLADE STANDOUT	BOX QTY	CARTON QTY	UPC
33-516	Chrome	16'	1"	8'	4	24	076174335163
33-525	Chrome	25'	1"	8'	4	24	076174335255
33-530	Chrome	30'	1"	8'	4	24	076174335309

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## PowerLock® Classic Tape Rules

- 7' blade standout (on specified models)
- Mylar® polyester film extends life of entire blade
- Chrome high-impact ABS case is job site tough
- Secure blade lock won't creep during measurements
- 16" and 19.2" stud center markings simplify framing jobs
- Corrosion-resistant Tru-zero end hook for accurate measurements

SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BLADE STANDOUT	BOX QTY	CARTON QTY	UPC
33-116	Chrome	16'	3/4"	—	4	24	076174331165
33-158	Chrome	5m/16' cm graduation	3/4"	—	6	36	076174331585
33-425	Chrome	25'	1"	7'	4	24	076174334258
33-428	Chrome	8m/26' cm graduation	1"	7'	4	24	076174334289
33-430	Chrome	30'	1"	7'	4	24	076174334302
33-835	Chrome	35'	1"	7'	4	24	076174338355



## PowerLock® Metal Case Tape Rules

- Cast-metal case is durable and suitable for heavy-duty use
- Mylar® polyester film extends life of entire blade
- Secure blade lock won't creep during measurements
- 16" and 19.2" stud center markings simplify framing jobs
- Corrosion-resistant Tru-zero end hook for accurate measurements

SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BLADE STANDOUT	BOX QTY	CARTON QTY	UPC
33-212	Chrome	12'	1/2"	—	6	36	076174332124
33-215	Chrome	3.5m/12' mm Graduation	1/2"	—	6	36	076174332155
33-231	Chrome	3m	1/2"	—	6	36	076174332315
33-312	Chrome	12'	3/4"	—	6	36	076174333121



## PowerLock® Pocket Tape Rule

- Back of blade provides scale that measures up to 3' diameters
- Polymer-coated blade withstands abrasion for long life
- Chrome high-impact ABS case is job site tough
- Slim case fits easily in pocket
- Secure blade lock won't creep during measurements
- Corrosion-resistant Tru-zero end hook for accurate measurements

SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BLADE STANDOUT	BOX QTY	CARTON QTY	UPC
33-115	Chrome	10'	1/4"	—	6	36	076174331158

Mylar® is a registered trademark of DuPont Teijin Films



## PowerLock® Key Chain Tape Rule

- Polymer-coated blade withstands abrasion
- Durable key ring makes it easy to take anywhere
- Convenient and lightweight



SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BLADE STANDOUT	BOX QTY	CARTON QTY	UPC
39-130	Chrome	3'	1/4"	—	6	72	076174391305

## LeverLock® Tape Rules

- Push-release self-locking mechanism controls blade retraction
- Polymer-coated blade withstands abrasion
- Magnetic end hook holds securely to metal surfaces (on specified models)
- High-impact ABS case with durable rubber holds up to heavy use
- 16" and 19.2" stud center markings simplify framing jobs
- Corrosion-resistant Tru-zero end hook for accurate measurements
- Fractional read blade graphics for quick and easy measurements (on specified models)



SKU #	CASE COLOR	END HOOK	BLADE LENGTH	BLADE WIDTH	BLADE STANDOUT	BOX QTY	CARTON QTY	UPC
30-810	Yellow	—	12'	1/2"	—	6	36	076174308105
30-812	Yellow	—	16'	3/4"	—	6	36	076174308129
30-824	Yellow	—	8m/26' cm Graduation	1"	—	4	24	076174308242
30-825	Yellow	—	25'	1"	—	4	24	076174308259
33-281	Yellow	Magnetic	25' Fractional Read	1"	—	4	24	076174332810
33-270	Hi-Vis Orange	Magnetic	25' Fractional Read	1"	—	2	8	076174332704
30-830	Yellow	—	30'	1"	—	4	24	076174308303

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## Stanley® Hi-Vis Tape Rules

- Polymer-coated blade withstands abrasion
- High-visibility case makes it easy to find in tool box or on the job
- High-impact ABS case with durable rubber holds up to heavy use
- Cushion grip provides comfortable, slip-resistant hold
- 16" and 19.2" stud center markings simplify framing jobs
- Corrosion-resistant Tru-zero end hook for accurate measurements

SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BLADE STANDOUT	BOX QTY	CARTON QTY	UPC
30-301	Hi-Vis Green	12'	1/2"	—	6	36	076174303018
30-304	Hi-Vis Green	16'	3/4"	—	6	36	076174303049
30-418	Hi-Vis Orange	16'	3/4"	—	6	36	076174304183
30-305	Hi-Vis Green	25'	1"	—	4	24	076174303056
30-419	Hi-Vis Orange	25'	1"	—	4	24	076174304190



## Stanley® Tape Rules

- Polymer-coated blade withstands abrasion
- High-impact ABS case for durability
- 16" and 19.2" stud center markings simplify framing jobs
- Corrosion-resistant Tru-zero end hook for accurate measurements
- Fractional read blade graphics for quick and easy measurements (only on 30-454)

SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BLADE STANDOUT	BOX QTY	CARTON QTY	UPC
30-485	Yellow	12'	1/2"	—	6	36	076174304855
30-495	Yellow	16'	3/4"	—	6	36	076174304954
30-496	Yellow	5m/16' cm Graduation	3/4"	—	6	36	076174304961
30-455	Yellow	25'	1"	—	6	24	076174304558
30-454	Yellow	25' Fractional Read	1"	—	6	24	076174304541
30-456	Yellow	8m/26' cm Graduation	1"	—	6	24	076174304565
30-464	Yellow	30'	1"	—	6	24	076174304640



## Stanley® Pocket Tape Rule

- Polymer-coated blade withstands abrasion
- High-impact ABS case for durability
- Corrosion-resistant Tru-zero end hook for accurate measurements
- Small and lightweight

SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BLADE STANDOUT	BOX QTY	CARTON QTY	UPC
30-506	Yellow	6'	1/2"	—	10	100	076174305067

## FatMax® Long Tape Rules

- 3:1 gear drive for fast rewind
- 3/8" wide steel blade for durability
- Polymer-coated blade withstands abrasion
- High-impact ABS case with durable rubber-holds up to heavy use
- Steel roller cage protects case during retraction for long life
- 16" stud center markings simplify framing jobs
- Cushion grip provides comfortable, slip-resistant hold
- Corrosion-resistant Tru-zero folding end hook for accurate measurements



SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BOX QTY	CARTON QTY	UPC
34-130	Yellow/Black	100'	3/8"	6	24	076174341300

## Stanley® Long Tape Rules

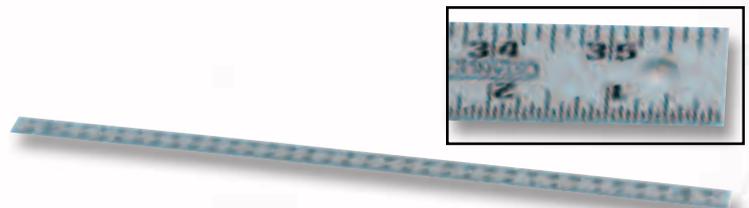
- 3/8" wide steel blade for durability
- Polymer-coated blade withstands abrasion for a long life
- High-impact ABS case for durability
- 16" stud center markings simplify framing jobs
- Easy-wind drum for easy retraction
- End hook recoils neatly into contoured case
- Belt clip for hands-free use and convenient transportation
- Corrosion-resistant Tru-zero folding end hook for accurate measurements



SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BOX QTY	CARTON QTY	UPC
34-103	Yellow	50'	3/8"	6	24	076174341034
34-106	Yellow	100'	3/8"	6	24	076174341065

## Stanley® Straight Edge Ruler

- 36" long durable aluminum construction rule



SKU #	DESCRIPTION	BLADE LENGTH	BLADE WIDTH	BOX QTY	CARTON QTY	UPC
35-338	Straight Edge	36"	1-1/4"	2	5	076174353389



## FatMax® Fiberglass Long Tape Rules

- Rewinds 3X faster\* with 3:1 gear drive
- 64 fiberglass strands provide 2X blade strength\*
- 3/4" wide, 2-color blade for easy readability in most lighting conditions
- 2-sided blade graphics with fractional inch/decimal foot scales for versatility
- Polymer-coated blade withstands abrasion
- Reinforced blade end for long life
- End loop for easy pulling and anchoring
- High-impact ABS case with durable rubber grip holds up to heavy use
- Corrosion-resistant Tru-zero folding end hook for accurate measurements

SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BOX QTY	CARTON QTY	UPC
34-812	Yellow	100'	3/4"	2	8	076174348125



## PowerWinder® Fiberglass Long Tape Rules

- Rewinds 3X faster\* with 3:1 gear drive
- 40 fiberglass strands for strength and durability
- 1/2" wide blade for easy readability
- 2-sided blade graphics with fractional inch/decimal foot scales for versatility
- Polymer-coated blade withstands abrasion
- Reinforced blade end for long life
- End loop for easy pulling and anchoring
- High-impact ABS case with durable rubber grip holds up to heavy use
- Corrosion-resistant Tru-zero folding end hook for accurate measurements
- Blade bumper to help prevent blade damage

SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BOX QTY	CARTON QTY	UPC
34-760	Yellow	100'	1/2"	2	8	076174347609
34-762	Yellow	300'	1/2"	2	8	076174347623

\*Than 34-790 Stanley® Long Tape

## Open Reel Fiberglass Long Tape Rules

- 1/2" wide blade with easy-to-read markings
- 2-sided blade graphics with fractional inch/decimal foot scales
- Polymer-coated blade withstands abrasion
- High-impact ABS case with durable rubber grip holds up to heavy use
- Corrosion-resistant Tru-zero folding end hook for accurate measurements



SKU #	CASE COLOR	BLADE LENGTH	BLADE WIDTH	BOX QTY	CARTON QTY	UPC
<b>34-790</b>	Yellow	100'	1/2"	2	8	076174347906
<b>34-793</b>	Yellow	200'	1/2"	2	6	076174347937