

HARBOR FREIGHT

QUALITY TOOLS LOWEST PRICES

Press Release

HARBOR FREIGHT TOOLS TO OPEN NEW STORE IN FRANKLIN ON APRIL 6

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CALABASAS, Calif.—Harbor Freight Tools, America’s go-to store for quality tools at the lowest prices, will officially open its new store in Franklin on Saturday, April 6 at 8 a.m. The Franklin store, located 6542 S Lovers Lane Road, will be open seven days a week from 8 a.m. to 8 p.m. Monday through Saturday, and from 9 a.m. to 6 p.m. on Sunday.

Over 75 million customers, from professional contractors and technicians to homeowners and hobbyists, come to Harbor Freight to find the tools and equipment they need to get the job done. The company has a world-class team of engineers and experts in all tool categories to ensure that its tools meet or exceed industry standards and deliver unsurpassed value.

The store will stock a full selection of tools and equipment in categories including automotive, air and power tools, storage, outdoor power equipment, generators, welding supplies, shop equipment, hand tools and much more. The stores are smaller and much easier to shop than the huge home centers.

This new store is the 28th Harbor Freight Tools store in Wisconsin. The company, which hires locally, has brought between 25-30 new jobs to the surrounding community.

“Our team is ready to serve and deliver value to customers in Franklin and all of Milwaukee County,” said Dave Brunette, Store Manager. “At Harbor Freight, we recognize that now, more than ever, our customers depend on us for the tools they need to get the job done at an affordable price.”

Store photos and logo available upon request.

About Harbor Freight Tools

For more than 45 years, Harbor Freight Tools has been America’s go-to source for affordable quality tools. The family-owned company started in Southern California in 1977, when 17-year-old Eric Smidt began transforming his father’s small phone sales business into a successful mail order company, bypassing the resellers, dealing directly with factories, and passing the savings on to the customer. Since then, over 75 million customers have depended on Harbor Freight’s quality and value to earn a living, repair their homes and cars, and pursue their hobbies.

The company opened its first store in 1980. Harbor Freight Tools is one of the nation’s fastest growing retailers, with more than 1400 stores across the country and opening two new stores every week. With 28,000 Associates, the company was recently certified as a “Great Place to Work™” and was listed in the top ten on Fortune’s Best Workplaces in Retail for 2023. Harbor Freight has been recognized four years in a row by *Forbes* as one of the best large companies to work for in retail, and one of the nation’s Best Employers for Veterans. *Forbes* has also recognized Harbor Freight Tools as one of 20 best large companies for women to work for in retail, and one of the best large companies for diversity. The company has also been recognized for the past two years as one of the country’s top employers in terms of diversity and inclusion by DiversityJobs.com, by *Fortune* as One of America’s Most Innovative Companies and by *Newsweek* magazine as One of America’s Most Trustworthy Companies both for 2023.

With core values of excellence and continuous improvement, Harbor Freight Tools works to constantly improve the quality of its products and this year will introduce more than 800 new tools and accessories so customers know that whatever they do, they can do it for less at Harbor Freight. Harbor Freight Tools locations are open 7 days a week, Mondays through Saturdays from 8 am to 8 pm and on Sundays from 9 am to 6 pm.

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HARBOR FREIGHT TOOLS
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