



CONTACT:
Donna Walker
Publicist

DWalker@harborfreight.com
818.307.3246

Craig Hoffman
Director, Corporate Communications
CHoffman@harborfreight.com
818.307.0755

HARBOR FREIGHT TOOLS EARNS GREAT PLACE TO WORK® CERTIFICATION FOR SECOND CONSECUTIVE YEAR™



(Calabasas, CA; March 11, 2024) — Harbor Freight Tools was Certified™ by Great Place to Work®, the second consecutive year the company has earned that distinction.

Great Place to Work® is the global authority on workplace culture, employee experience, and the leadership behaviors proven to deliver market-leading revenue, employee retention and increased innovation.

The prestigious award is based solely on what current employees say about their experience working at their company. This year, 91% of Harbor Freight Associates surveyed said it's a great place to work—even higher than last year—compared to 57%

for the average U.S. Company. Harbor Freight Tools also earned this certification on its first evaluation, a rarity for most companies, which often apply for certification several times before receiving it.

“Great Place to Work Certification™ isn’t something that comes easily – it takes ongoing dedication to the employee experience,” said Sarah Lewis-Kulin, Vice President of Global Recognition at Great Place to Work. “It’s the only official recognition determined by employees’ real-time reports of their company culture. Earning this designation means that Harbor Freight Tools is one of the best companies to work for in the country.”

“This award means a lot to us because the award is based entirely on what our teams say about their experience working at Harbor Freight Tools, and is measured through an independent, anonymous survey,” said Dan Stainback, Senior Director of People & Culture for the company.

“We’re so proud of the result, and I couldn’t be prouder of our championship team and the work they do every day.”

Harbor Freight Tools has also been recognized for the past four years as one of America’s Best Large Employers and a Best Employer for Veterans from Forbes Magazine. It has also been recognized by Forbes as a Best Employer for Women and a Best Employer for Diversity and Inclusion, a distinction it also received for the past two years from Diversityjobs.com.

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™” for the second consecutive year 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 20 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.

Find the very latest news and product press releases from Harbor Freight Tools in our Newsroom, a resource for journalists, influencers and anyone interested in covering Harbor Freight. You'll also find an archive of our press releases, product and store images, videos, media contacts and more: newsroom.harborfreight.com/