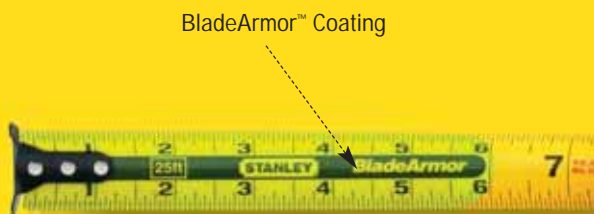


STANLEY INNOVATION ADVANTAGE – BladeArmor™ Coating

BladeArmor™ Coating is a patented industrial thermoplastic coating, the very same material that has been used to strengthen and protect aircraft parts, such as the rotor blades on the SIKORSKY® Black Hawk® Helicopter. Simply put, it helps aircraft survive war zones. Turns out, it also helps tape blades survive construction zones. By applying BladeArmor™ Coating to our tape blades, we've dramatically reduced both tape breakage and tape returns, enabling it to conquer the toughest testing ground of all – the job site!



CHROME CASE WITH OVERMOLD
HOLDS UP TO HEAVY USE



CUSHION GRIP
PROVIDES COMFORTABLE,
SLIP-RESISTANT HOLD

MYLAR® POLYESTER FILM COATING
EXTENDS LIFE OF ENTIRE BLADE



Stanley's measuring innovation has established Stanley as a leading worldwide Tape Rule manufacturer. Our expanded line builds on this great heritage. For example, our new FatMax® Xtreme™ Tape Rules features 13' of blade standout, the longest in the world. We've also improved on classics by adding BladeArmor™ Coating to PowerLock® and MaxSteel® Tape Rules to extend the life of the blade. And that's only the beginning. Take a look at our tape line and see why after years of innovation, Stanley's Tape quality and durability are unmatched.



FatMax® Tape Rule Reinforced with BladeArmor™ Coating



PowerLock® Tape Rule Reinforced with BladeArmor™ Coating



FatMax® Open Reel Fiberglass Long Tape

MEASURING TOOLS



1-1/4" WIDE BLADE FOR EASY READABILITY

HIGH-VISIBILITY BLADEARMOR™ COATING ON THE FIRST 6" MAXIMIZES DURABILITY

13' BLADE STANDOUT



MEASURING TAPE SELECTION GUIDE

Short Tapes



	STANDOUT	TAPE WIDTH	CASE TYPE	LENGTHS
FatMax® Xtreme™	13'	1-1/4"	Chrome/Rubber	16', 25', 30'
FatMax®	11'	1-1/4"	ABS/Rubber	16', 25', 30', 35', 8M/E
MaxSteel® with BladeArmor™ Coating	9'	1"	ABS/Rubber	25', 30'
MaxSteel®	N/A	5/8", 1/2", 3/4"	ABS/Rubber	12', 16', 3M/E, 5M/E
PowerLock® with BladeArmor™ Coating	8'	1"	Chrome	16', 25', 30', 8M/E
PowerLock®	7'	1"	Chrome	25', 30', 35', 8M/E
PowerLock®	N/A	1/2", 3/4"	Chrome & Yellow ABS	3', 10', 12', 16', 20', 3M, 5M/E & Decimal Scale
PowerLock®	N/A	1/2", 3/4"	Metal Case	12', 2M, 3M
LeverLock®	7' for 1"	1/2", 3/4" & 1"	Yellow	12', 16', 25', 30', 8M/E & Fractional Read
Stanley®	7' for 1"	1/2", 3/4" & 1"	Yellow	12', 16', 25', 30', 5M/E, 8M/E, 10M/E & Fractional Read

Long Tapes



	GEAR RATIO	TAPE WIDTH	BLADE TYPE	LENGTHS
FatMax® Closed Case	3 to 1	3/8"	Stainless Steel	50' & 100'
Stanley® Closed Case	N/A	3/8"	Steel	50' & 100'
FatMax® Open Reel	3 to 1	3/4"	Fiberglass	100' & 200'
PowerWinder® Open Reel	3 to 1	1/2"	Fiberglass	100' & 300'
MaxSteel® Open Reel	3 to 1	1/2"	Steel	100'
Stanley® Open Reel	N/A	1/2"	Fiberglass	100', 200' & 30M/E

FatMax® Xtreme™ Tape Rules with BladeArmor™ Coating

- 13' tape standout
- 1-1/4" wide blade for easy readability
- BladeArmor™ Coating on the first 6" maximizes durability of hook end
- High-visibility Mylar® polyester film extends life of entire blade and improves measurement visibility
- Chrome case with over mold holds up to heavy use
- Top-forward blade lock makes locking and unlocking a cinch
- 16" and 19.2" stud center markings simplify framing jobs
- Cushion grip provides comfortable, slip-resistant hold
- Specially designed hook grabs on side, top or bottom for versatility



Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
33-885	16	—	1-1/4	4 / 24
33-890	25	—	1-1/4	4 / 24
33-895	30	—	1-1/4	4 / 24



FIRST 6" ARE REINFORCED WITH BLADEARMOR™ COATING

FatMax® Tape Rules with BladeArmor™ Coating

- 11' tape standout
- 1-1/4" wide blade for easy readability
- BladeArmor™ Coating maximizes durability of hook end
- Mylar® polyester film extends life of entire blade
- High-impact ABS case with rubber over mold is jobsite tough
- Top-forward blade lock makes locking and unlocking a cinch
- 16" and 19.2" stud center markings simplify framing jobs
- Cushion grip provides comfortable, slip-resistant hold
- Specially designed hook grabs on side, top or bottom for versatility



Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
33-716	16	—	1-1/4	4 / 24
33-725	25	—	1-1/4	4 / 24
33-726	26	8	1-1/4	4 / 24
33-730	30	—	1-1/4	4 / 24
33-735	35	—	1-1/4	4 / 24



REINFORCED WITH BLADEARMOR™ COATING

MaxSteel® Tape Rules with BladeArmor™ Coating

- 9' tape standout
- 1" wide blade suited to a range of uses
- BladeArmor™ Coating maximizes durability of hook end
- Mylar® polyester film extends life of entire blade
- Three-rivet, corrosion-resistant hook moves to allow accurate inside/outside measurements
- Impact-resistant, safety-yellow case features cushion grip for a comfortable, slip-resistant hold
- Top-forward blade lock designed for easy locking and unlocking
- Stronger spring ensures extra-long life and smooth blade recoil
- 16" and 19.2" stud center markings simplify framing jobs
- Easy-to-read, high-contrast blade for all light conditions



Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
33-799	25	—	1	4 / 24
33-800	30	—	1	4 / 24



REINFORCED WITH BLADEARMOR™ COATING

Mylar® is a registered trademark of DuPont Teijin Films

WARNING: WORK SAFELY WITH TOOLS WEAR SAFETY GOGGLES.

Toll Free Customer Service Number: 1-800-262-2161
Customer Service FAX Number: 1-800-643-3756



MaxSteel® Tape Rules

- Versatile 5/8" and 3/4" wide blades
- Mylar® polyester film extends life of entire blade
- High-impact, ABS case with rubber over mold withstands rugged conditions
- Stronger spring ensures extra-long life and smooth blade recoil
- Riveted, corrosion-resistant hook moves to allow for accurate inside/outside measurements
- Easy-to-read, high-contrast blade for all light conditions
- Top-forward blade lock designed for easy locking and unlocking

Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
33-691	12	—	5/8	4 / 24
33-692	16	—	3/4	6 / 30
33-695 <i>cm Graduation</i>	16	5	3/4	6 / 30
33-689 <i>Fractional Read</i>	16	—	3/4	4 / 24



REINFORCED WITH
BLADEARMOR® COATING

PowerLock® Tape Rules with BladeArmor™ Coating

- 8' tape standout
- Easy readability with 1" wide blade
- BladeArmor™ Coating maximizes durability of hook end
- Entire blade coated with Mylar® polyester film for added durability
- 16" and 19.2" stud center markings simplify framing jobs
- 10% smaller than PowerLock® Classic Tapes, making it perfect for smaller settings
- Three-rivet, corrosion-resistant hook moves for accurate inside/outside measurements
- Forward blade lock design simplifies locking and unlocking the blade
- Wear plate protects case from cuts and nicks



Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
33-516	16	—	1	4 / 24
33-525	25	—	1	4 / 24
33-526	26	8	1	4 / 24
33-530	30	—	1	4 / 24



PowerLock® Classic Tape Rules

- 7' standout
- Easy readability with 1" wide blade
- Entire blade coated with Mylar® polyester film for added durability
- Heat-treated spring stands up to repeated use
- 16" and 19.2" stud center markings simplify framing jobs
- Three-rivet, corrosion-resistant hook moves for accurate inside/outside measurements
- Secure blade lock won't creep during measurements
- Special Tru-Zero hook does double-duty as a pivot for drawing circles and arcs



Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
33-425	25	—	1	4 / 24
33-428 <i>cm Graduation</i>	26	8	1	4 / 24
33-430	30	—	1	4 / 24
33-835	35	—	1	4 / 24



PowerLock® Tape Rules

- Versatile 3/4" blade widths
- Entire blade coated with Mylar® polyester film for added durability
- Heat-treated spring stands up to repeated usage
- Positive blade lock won't creep during measurements
- Graduated in 16ths of an inch
- Belt clip on back of case assures effortless accessibility
- Special Tru-Zero hook does double-duty as a pivot for drawing circles and arcs

Product SKU No.	Blade Length		Blade Width Inches	Case	Box/Ctn
	Feet	Meters			
33-116	16	—	3/4	Chrome-plated ABS	4 / 24
33-158 <i>cm Graduation</i>	16	5	3/4	Chrome-plated ABS	6 / 36
33-328 <i>cm Graduation</i>	10	3	3/4	Yellow ABS	6 / 36

Heavy Duty PowerLock® Tape Rules with Metal Case

- Versatile 1/2" and 3/4" blade widths
- Die-cast metal case holds its own against rough handling
- Entire blade coated with heavy-duty Mylar® polyester film for unbeatable durability
- Two-rivet, corrosion-resistant hook stands up to continuous use
- Special Tru-Zero hook does double-duty as a pivot for drawing circles and arcs

Product SKU No.	Blade Length		Blade Width Inches	Case Color	Box/Ctn
	Feet	Meters			
33-512	12	—	1/2	Yellow	6 / 36
33-272 <i>Decimal Scale</i>	12	—	1/2	Yellow	6 / 36
33-231	10	3	1/2	Metallic	6 / 36
33-212	12	—	1/2	Metallic	6 / 36
33-215 <i>mm Graduation</i>	12	3.5	1/2	Metallic	6 / 36
33-312	12	—	3/4	Metallic	6 / 36



PowerLock® Pocket Tape Rule

- 1/4" wide blade
- Back of blade provides scale that measures up to 3' diameters
- Heat-treated spring stands up to regular use
- Polymer-coated blade withstands abrasion for long life
- Slim, case fits perfectly in a pocket
- Special Tru-Zero hook does double-duty as a pivot for drawing circles and arcs

Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
33-115	10	3	1/4	6 / 36



PowerLock® Key Tape

- 1/4" wide blade is polymer coated for added rust protection
- Durable key ring feature makes it easy to take anywhere
- Convenient and lightweight

Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
39-130	3	—	1/4	6 / 72




LeverLock® Tape Rules

- Unique power-return feature, with automatic bottom lock, streamlines tape operation
- High-visibility case makes it easy to find in a tool box or on the job
- Special Tru-Zero hook does double-duty as a pivot for drawing circles and arcs
- Three-rivet, corrosion-resistant hook for durability (1" blades only)
- Polymer coating and heat-treated spring extend life
- Belt clip on back of case assures effortless accessibility

Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
30-810	12	—	1/2	6 / 36
30-812	16	—	3/4	6 / 36
30-825	25	—	1	4 / 24
30-854 <i>Fractional Read</i>	25	—	1	4 / 24
30-824 <i>cm Graduation</i>	26	8	1	4 / 24
30-830	30	—	1	4 / 24



The shape of the Powerlock® tape rule case is a trademark of The Stanley Works or its affiliates.

 WARNING: WORK SAFELY WITH TOOLS WEAR SAFETY GOGGLES.

Toll Free Customer Service Number: 1-800-262-2161
Customer Service FAX Number: 1-800-643-3756



NUMERICAL READOUTS
EVERY 1/8" (30-454 ONLY).

Stanley® Tape Rules

- 7" standout
- 1/2", 3/4" and 1" blade widths
- High-contrast blade for easy readability
- High-impact, high-visibility yellow case stands up to regular use
- Polymer coating extends the life of the blade
- Three-rivet, corrosion-resistant hook moves to allow accurate inside/outside measurements (1" blade only.)

Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
30-485	12	—	1/2	6 / 36
30-495	16	—	3/4	6 / 36
30-496 <i>cm Graduation</i>	16	5	3/4	6 / 36
30-455	25	—	1	6 / 24
30-454 <i>Fractional Read</i>	25	—	1	6 / 24
30-456 <i>cm Graduation</i>	26	8	1	6 / 24
30-464	30	—	1	6 / 24

3 TO 1 GEAR DRIVE



FatMax® Closed Case Stainless Steel Long Tapes

- 3/8"-wide stainless steel blade designed to last
- 3-to-1 gear drive for fast rewinds
- High-impact ABS case withstands rugged conditions
- Rubber, slip-resistant grip assures solid hold
- Tru-Zero end hook allows accurate inside and outside measurements
- Steel roller cage protects case from being cut by blade during retraction

Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
34-129	50	—	3/8	6 / 24
34-130	100	—	3/8	6 / 24



Stanley® Closed Case Steel Long Tapes

- 3/8" (10mm) wide yellow blade coated with polymer for enhanced durability
- High-impact, high-visibility yellow ABS case houses thick, steel blade with easy-to-read markings
- Easy-wind drum ensures streamlined usage
- End hook recoils neatly into contoured case

Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
34-103	50	—	3/8	6 / 24
34-106	100	—	3/8	6 / 24

FatMax® Open Reel Fiberglass Long Tapes

- 3/4" wide blade
- 64 fiberglass strands provide 2X blade strength
- Blade is printed on both sides with fractional/decimal, metric/English formats for versatility
- 3-to-1 gear drive for fast rewinds
- Two-color blade stands out in all light conditions
- Blade is clear-coated to protect graphics from abrasion



Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
34-812	100	—	3/4	2 / 8
34-822	200	—	3/4	2 / 8

PowerWinder® Open Reel Fiberglass Long Tapes

- 1/2" wide blade with 40 fiberglass strands for strength and durability
- Rewinds 3x faster with 3:1 gear ratio
- 2-sided blade graphics with fractional inch/decimal foot scales
- Reinforced blade end for long life
- Folding Tru-Zero end hook for accurate inside and outside measurements
- End loop for easy pulling and anchoring
- Slip-resistant rubber grip handle
- Blade bumper to help prevent blade damage
- Comfortable contoured handle
- Durable and impact resistant construction



Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
34-760	100	—	1/2	2 / 8
34-762	300	—	1/2	2 / 8

MaxSteel® Nylon Clad Open Reel Steel Long Tapes

- 1/2" wide blade with for strength and durability
- Abrasion resistant nylon coated blade to help withstand extreme temperatures, water and chemicals
- Rewinds 3x faster with 3:1 gear ratio
- Folding Tru-Zero end hook for accurate inside and outside measurements
- End loop for easy pulling and anchoring
- Fractional inch blade scale
- Blade bumper to help prevent blade damage
- Comfortable contoured handle with rubber grip
- Durable and impact resistant construction



Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
34-764	100	—	1/2	2 / 8

Open Reel Fiberglass Long Tapes

- 1/2" wide blade with easy-to-read markings for more accurate measurements
- High-impact ABS case withstands rugged conditions
- PVC blades allow tape to be wound wet and easily cleaned
- Blade is printed on both sides with fractional/decimal, metric/English formats for versatility
- Rubber grip is designed with comfort in mind
- High-visibility color makes it easy to find in the toolbox or on the job site



Product SKU No.	Blade Length		Blade Width Inches	Box/Ctn
	Feet	Meters		
34-790 Fractional/Decimal	100	—	1/2	2 / 8
34-791 Metric/English	100	30	1/2	2 / 8
34-793 Fractional/Decimal	200	—	1/2	2 / 6