Homelite®

THERE'S A HOMELITE FOR EVERY HOME

For nearly seven decades, homeowners everywhere have been looking to Homelite to deliver quality outdoor tools at the best value. From mowers to hedge trimmers, generators to pressure washers, Homelite has everything you need to tame your yard without a wild budget. Browse our products and see what Homelite can bring to your home.

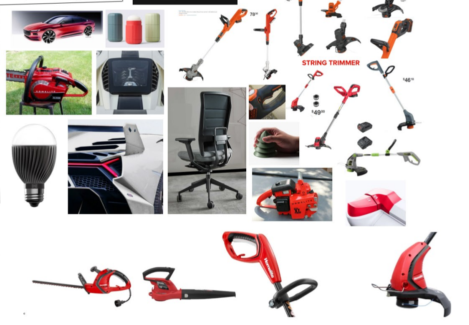
Inspo Images

VBL Exploration

$109⁰⁰
$49⁹⁷
$89⁹⁷ BLOWERS
TRIMMERS
$59⁹⁷
$69⁰⁰
$41¹⁶
$59⁰⁰

BLOWERS
TRIMMERS
CHAINSAWS
STRING TRIMMER

EXISTING
VBL
2021 VISION IMAGES
Homelite®
Homelite®
Homelite®

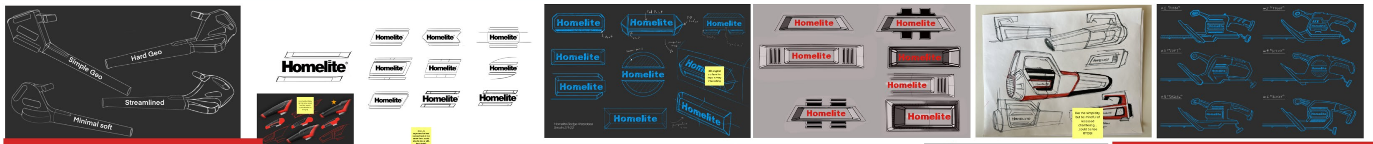

STRING TRIMMER
$78⁰⁰
$59⁹⁷
$49⁹⁷
$46¹⁶

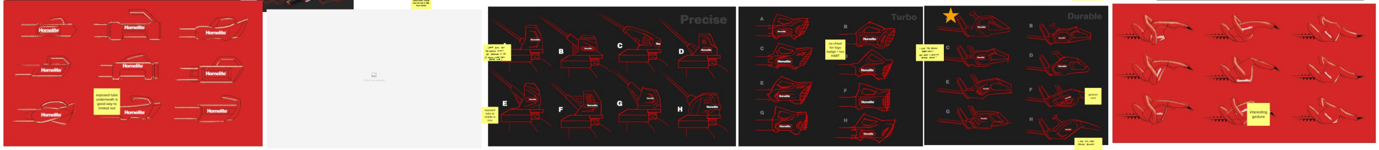
Sharp
practical
Blocky
dependable,
Geometric
Fast
value,
trustworthy
smooth,
Soft

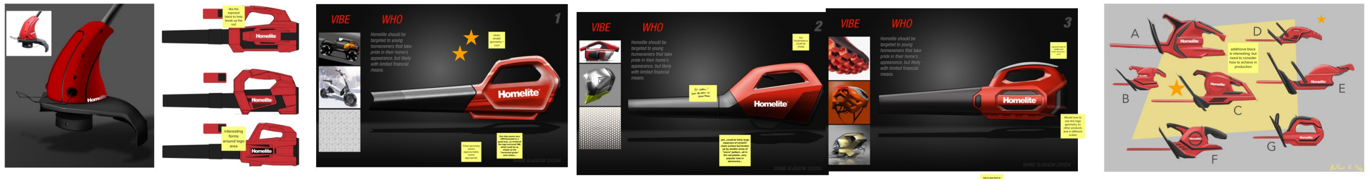
In 1921, entrepreneur Charles H. Ferguson of Port Chester, New York, invented a lightweight, portable, gasoline-powered electrical generator. His newly founded company, the Home Electric Lighting Company (later abbreviated to Homelite), made it possible for thousands of rural farms and households to enjoy the convenience of electricity, where it would be years before land lines would reach many of these remote areas. In addition, many of Mr. Ferguson's generators played a significant role in the war effort, providing portable electricity on demand for the troops during World War II.

Phase 1

Quick Sketches

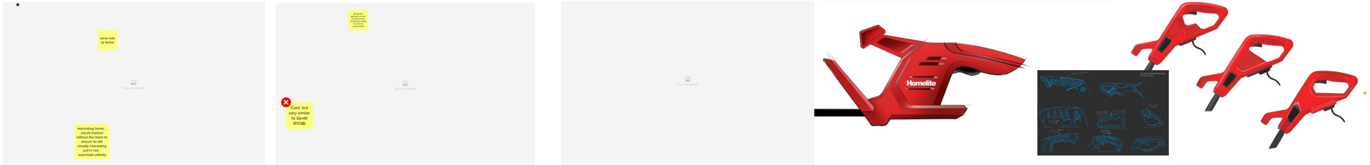

Hard Geo
Simple Geo
Streamlined
Minimal soft
Homelite
Homelite
Homelite
Homelite
Homelite
Homelite
Homelite
Homelite
Homelite
Homelite

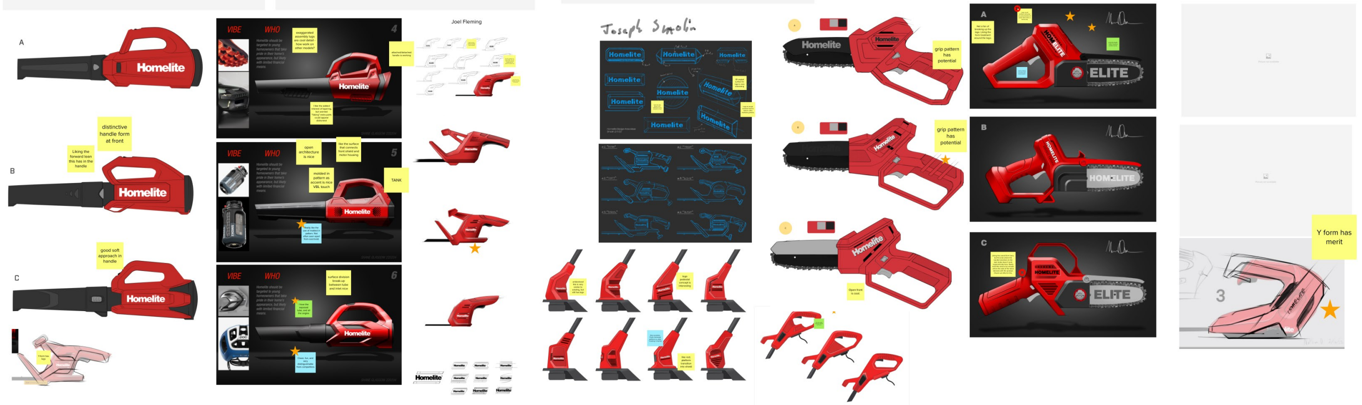

Precise
A
B
C
D
E
F
G
H
exposed tube at middle is nice
Turbo
Durable
gesture cool
interesting gesture


VIBE
WHO
1
clean, simple geometry = cool
2
3
SHANE GLASGOW 220204
A
B
C
D
E
F
G
Homelite

Homelite should be targeted to young homeowners that take pride in their home's appearance, but likely with limited financial means.

Homelite
understood this is very similar to existing, but still has legs
logo pedestal concept is interesting
Homelite
Moto
d Explo


same note as below
interesting forms, , ,would explore without the black to ensure its still visually interesting just in red. . .overmold unlikely
Cool, but very similar to GenIII RYOBI
Homelite

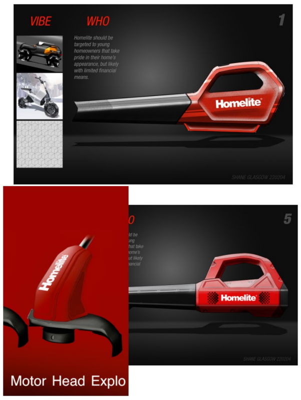

A
Homelite
distinctive handle form at front
Liking the forward lean this has in the handle
B
Homelite
good soft approach in handle
C
Homelite
VIBE
WHO
4
exaggerated assembly lugs are cool detail - how work on other models?
attached/detached handle is working
5
open architecture is nice
like the surface that connects front shield and motor housing
molded in pattern as accent is nice VBL touch
TANK
6
surface division break-up between tube and inlet nice
Joel Fleming
Joseph Smolin
grip pattern has potential
grip pattern has potential
Open front is cool.
A
ELITE
B
HOMELITE
C
ELITE
Y form has merit
3

Phase 2

Series Indenties

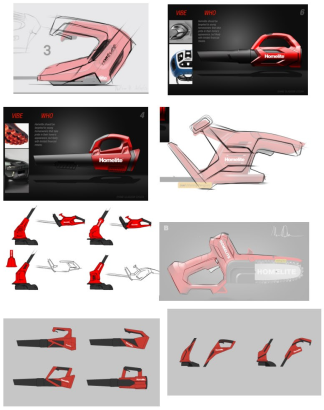
Series 1

large, clean surfaces patterned houseware


VIBE
WHO
1
5
Homelite
Motor Head Explo

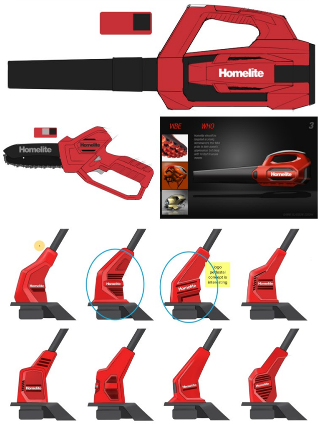
Series 2

skeletal structural details exposed parts underneath where possible


3
VIBE
WHO
6
4
Homelite

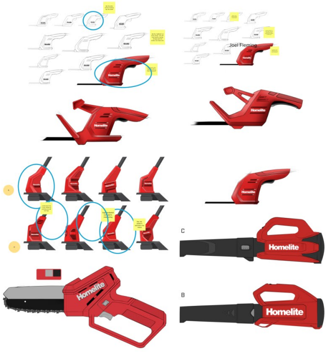
Series 3

logo dominant small surface details pedestal


Homelite
VIBE
WHO
3

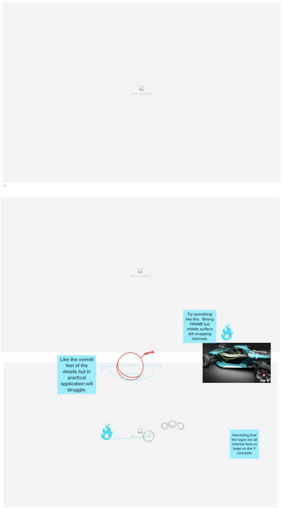
Series 4

evolution base platform integrated scallop venting-centric


C
B
Homelite

Phase 3

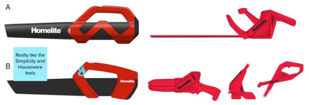
Series Refinement



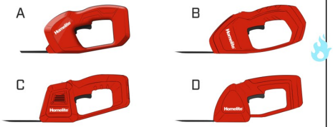
Try something like this. Strong FRAME but middle surface still wrapping internals.

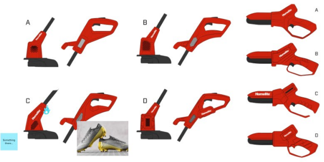
Like the overall feel of the details but in practical application will struggle.

Interesting that the logos are all minimal here vs large on the Y concepts

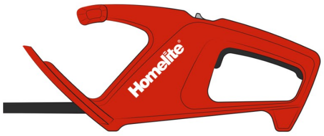

A
B
Homelite

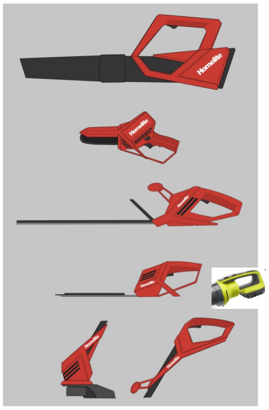
Really like the Simplicity and Houseware feels

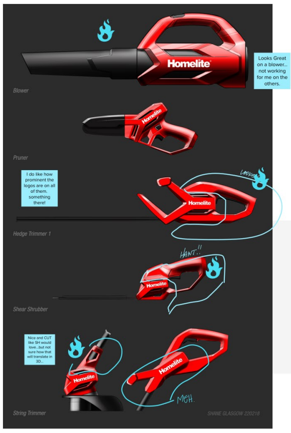

A
B
C
D
Homelite


A
B
C
D
Homelite

Something there...



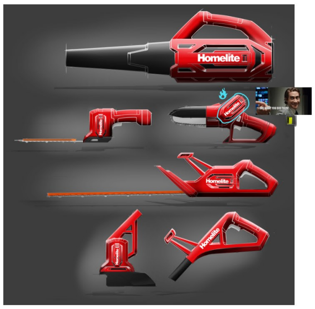


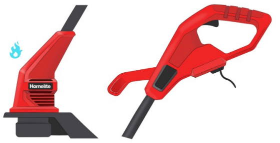

Homelite
Blower
Pruner
Hedge Trimmer 1
LOOKS
HANT!!
Shear Shrubber
String Trimmer
MEH.
SHANE GLASGOW 220218

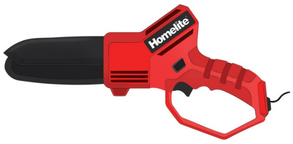
Looks Great on a blower... not working for me on the others.

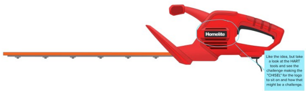
I do like how prominent the logos are on all of them. something there!

Nice and CUT like SH would love...but not sure how that will translate in 3D...

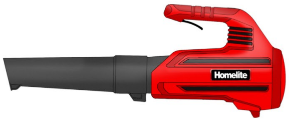


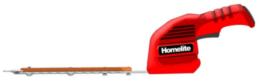


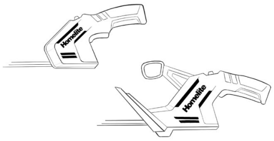




Like the idea, but take a look at the HART tools and see the challenge making the "CHISEL" for the logo to sit on and how that might be a challenge.







Little too much like the Ryobi Flag...How do we minimize that but keep the gesture?

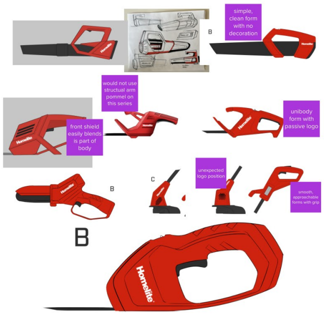
Market Competitor
Price Point Reference

Phase 4

Series Defined

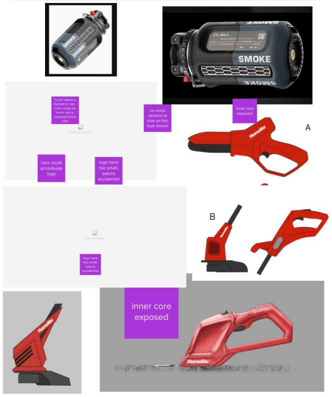
Housewears Inspired

- clean, smooth volumes with crisp surface intersections
- subdominant logos, potentially passive in nature
- signature gesture - continuous form that completes itself


simple, clean form with no decoration
B
would not use structual arm pommel on this series
front shield easily blends is part of body
unibody form with passive logo
B
C
unexpected logo position
smooth, approachable forms with grip
B

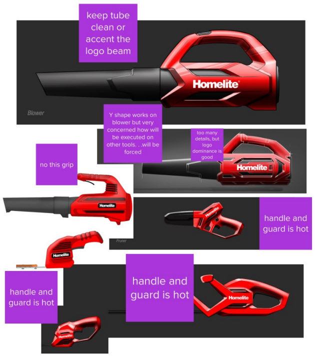
Powercore Inspired

- middle transitionals hape with strong frame subdominant logo
- signature element - framed inner heart


SMOKE
"core" detail is framed in red. . core could be more red or exposed black tube
no vents needed at side on this style blower
inner core exposed
A
core could accentuate logo
logo here too small, seems accidential
B
logo here too small, seems accidential
inner core exposed

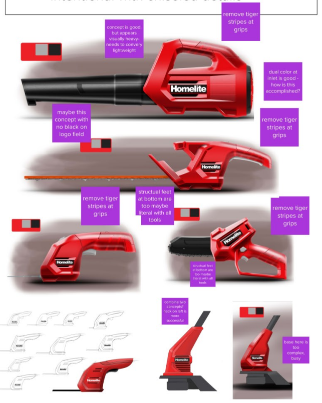
Bold-Logo Inspired

- signature element is structual beamwith prominen, horizontal logo
- vents/subtractive nature used to remove material, introduce black, shadows

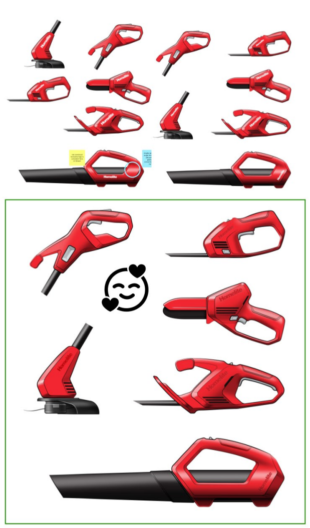

keep tube clean or accent the logo beam
Blower
Y shape works on blower but very concerned how will be executed on other tools. . .will be forced
too many details, but logo dominance is good
no this grip
handle and guard is hot
Pruner
handle and guard is hot
handle and guard is hot

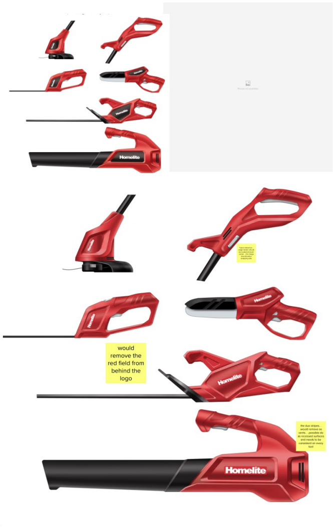
Tool Inspired

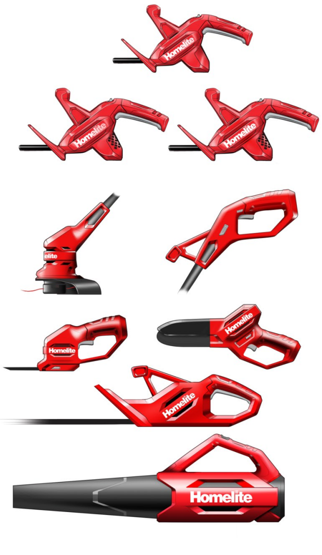
- signature element is hard, chamfered scallop
- intentional with chiseled details

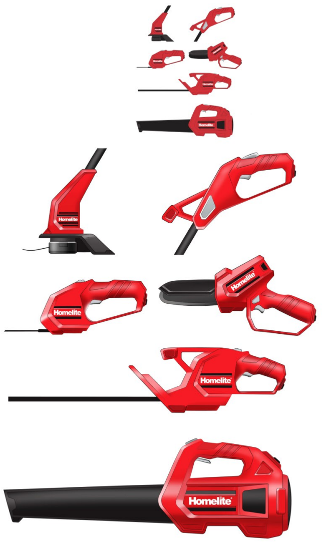

remove tiger stripes at grips
concept is good, but appears visually heavy- needs to convery lightweight
dual color at inlet is good - how is this accomplished?
maybe this concept with no black on logo field
remove tiger stripes at grips
remove tiger stripes at grips
structual feet at bottom are too maybe literal with all tools
remove tiger stripes at grips
structual feet at bottom are too maybe literal with all tools
combine two concepts? neck on left is more successful
base here is too complex, busy

Refined Renders **02.28.2022**

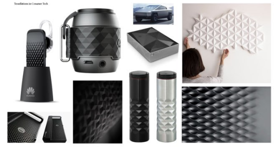


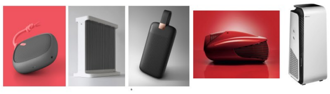

would remove the red field from behind the logo
the duo stripes. . .would remove as vents. . .possible do as recessed surfaces and needs to be consistent on every tool

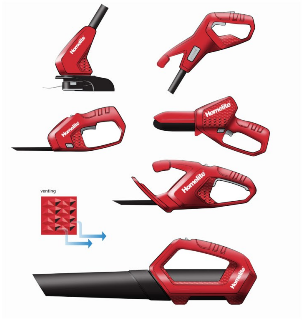


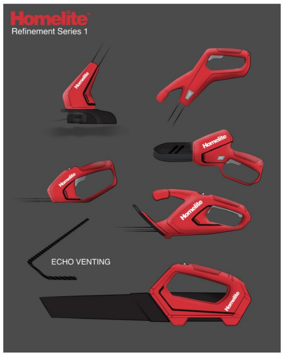


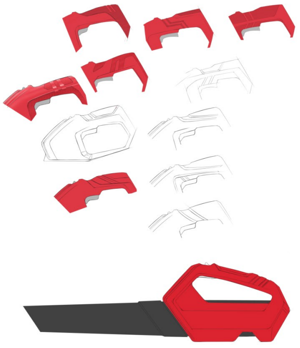
Homegoods Feel **03.03.2022**

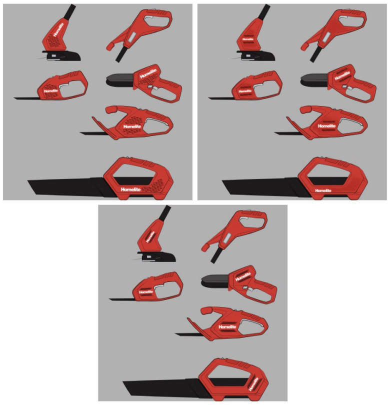

Tessellations in Consumer Tech



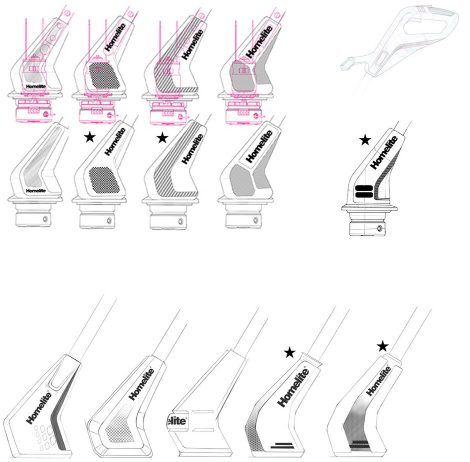

Homelite
venting

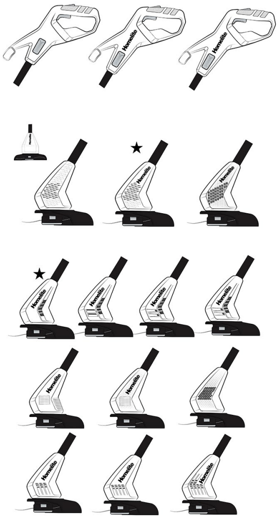

Homelite
Refinement Series 1
ECHO VENTING

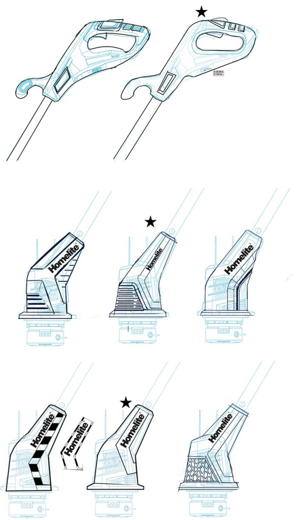




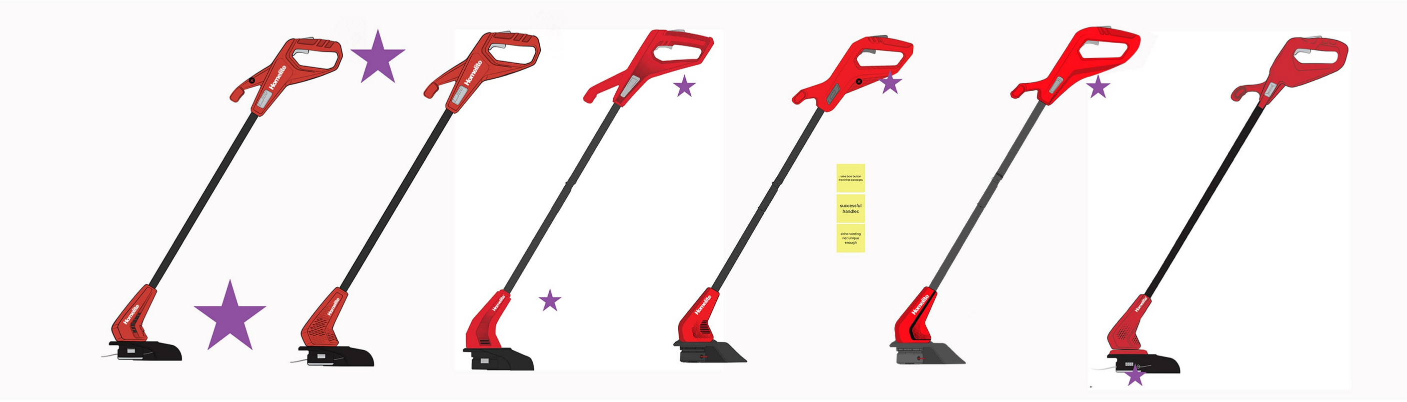
Flagship Product (String Trimmer) 03.07.2022







Flagship Product Refined (String Trimmer) 03.10.2022



take boo button from first concepts

successful handles

echo venting not unique enough