

PRESS RELEASE

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CW Brands secures exclusive Australia and New Zealand distribution for JCB Tools

Move into professional tools category marks major expansion for CW Brands across trade and industrial segments

CW Brands has been appointed the exclusive Australian & New Zealand distributor for JCB Tools, marking its expansion into the professional power tools and equipment category and reinforcing its broader growth strategy across trade-focused product segments.

CW Brands will lead the Australian rollout of the JCB Tools range from July 2026, centred on a professional 18V cordless platform as part of a staged category rollout, supported by a broad range of categories including power tools, accessories, outdoor power equipment, pressure washers, generators, water pumps, and industrial vacuums.

CW Brands confirmed that the initial launch represents Stage 1 of a broader rollout strategy, with additional categories planned for future release. These will include automotive tools and workshop equipment, tool storage solutions, hand tools, contractor equipment, and other complementary product ranges as the JCB Tools platform continues to expand across the Australian and New Zealand markets.

JCB is one of the world's most recognised industrial brands, and its entry into the Australian tools market presents a significant opportunity for distributors and resellers seeking a premium, globally backed alternative in the professional segment.

Steve Light, National Sales Manager at CW Brands, said:

"This is a significant step forward for CW Brands. We've built our business around supplying products that deliver performance and margin, and JCB allows us to extend that into a new category with a globally recognised brand."

"This is a complete professional platform, not just a single range, and gives our customers a genuine alternative at the professional end of the market."

"Our focus is to build a strong national reseller network and support it with consistent supply and a long-term approach to growing the brand."

CW Brands will support the rollout through its national infrastructure, including warehouse operations in Sydney, Melbourne, and Perth, and a dedicated field sales team servicing hardware, construction, automotive, industrial, mining, civil and agricultural sectors.

The company will focus on developing a structured reseller network, with an emphasis on independent trade customers, specialist tool retailers, and key account partners.

The launch will be supported by a national trade rollout, product training, and in-store merchandising programs, with CW Brands working closely with JCB Tools' international team to

ensure consistent execution across the Australian market.

The appointment represents a significant step in CW Brands' continued expansion into new product categories, building on its established presence across hardware, industrial, automotive, and trade supply channels.

About CW Brands

CW Brands Pty Ltd is a leading Australian and New Zealand supplier of trade-focused products across multiple categories including hardware, industrial, automotive, construction, mining, civil, agricultural and outdoor power equipment sectors. The company distributes a broad portfolio of consumables, equipment, and specialist product ranges through national retail, reseller, and key account channels. With established warehouse and logistics operations across Sydney, Melbourne, and Perth, supported by a dedicated national field sales team, CW Brands provides consistent supply, technical support, and category development across both metropolitan and regional markets.

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