

A KRAFT TOOL CO.® BRAND



*W. Rose*TM
• SINCE 1798 •

THE WORLD'S FINEST
BRICKLAYER'S TOOLS

MADE IN THE USA

FORGING PROCESS

FROM STEEL BAR TO TROWEL

The time-tested production process of W. Rose™ trowels has changed little over the years. The same time and care are given to each tool today as it was in 1798.



From the tip of the toe to the end of the handle, each of the five areas of a brick trowel is equally important to the mason. By creating the tool from a solid piece of steel, W. Rose™ trowels are crafted as the strongest blades on the market with no possibility of weak welded joints or voids in the material.

Each trowel begins its life as a single piece of steel. The shank is the first part of the trowel to take shape. The steel bar is heated red hot, hammered, and rolled to produce the correct shank, blade style and size. W. Rose™ manufactures over 200 different styles and lengths of trowels. A skilled operator working with special

equipment and tools allows each trowel to be formed to the correct size and shape. Manufacturing processes must be exact to guarantee the straightness of the blade and shank for even mortar application and a comfortable working angle.

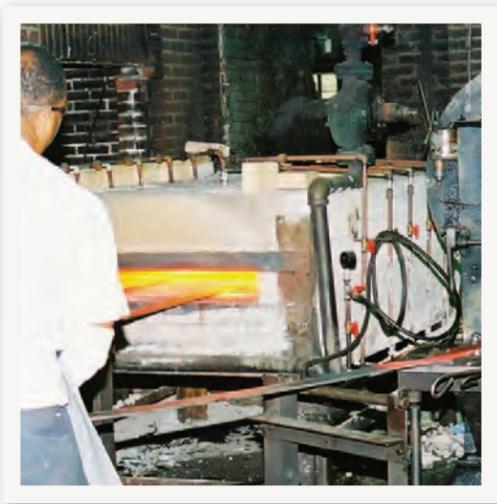
Next, an industrial press forces the steel blade through a metal die to cut off excess metal, called flash, from the edges of the tool. A special double heat treatment and tempering process unique to W. Rose™ gives the trowel blade the rugged strength that each brick mason requires. The quality of steel, the one-piece forging process and this tempering process makes the W. Rose™ trowels the gold standard in the bricklaying industry.

Following the tempering process the blades are cleaned and ready to be ground. Each trowel is hand ground providing personal care to each tool to guarantee a balanced, quality tool. The hand grinding and straightening process give a unique feel to each W. Rose™ trowel.

To finish the blade the outside edges are cleaned and the blade is inspected. Finally, the handle is affixed to complete the trowel.



Below: Steel as it travels through the various stages of production to become a trowel
Bottom Left: Initial cutting of the forged steel bars
Bottom Center: Forming the shank
Bottom Right: Part of the heat treatment process



Top Left and Center: The W. Rose™ plant in the 1940s
Top Right: A hanging W. Rose™ store sign from the 1930s
Above: Contact saber manufactured by W. Rose™ in 1807

HISTORY

EST. 1798

For over 200 years W. Rose™, has been known for the highest quality of masonry tools. William Rose established the company as a blacksmith shop in 1798 in Blockley Township, Pennsylvania near Philadelphia, just 10 years after the ratification of the Constitution of the United States.

The blacksmith shop spent much of the early 1800s making cavalry sabers and

officer swords for the U.S. Army during the War of 1812 and the U.S. Civil War. In 1864, W. Rose™ began specializing in quality edged tools, knives and trowels. The company issued their first catalog this year featuring tools for bricklayers, tile setters, plasterers and stone masons.

W. Rose™ was purchased in 1884 by O.B. Goodwin. He moved the firm to Elmwood Avenue in Sharon Hill, Pennsylvania,

where W. Rose™ trowels continue to be made today. The company was in the Goodwin family for three generations before being sold to longtime employee Edward “Bucky” King and his sons in 1989.

In 2001, Kraft Tool Co.® acquired this legendary company and remains dedicated to maintaining the superior craftsmanship of its tools.

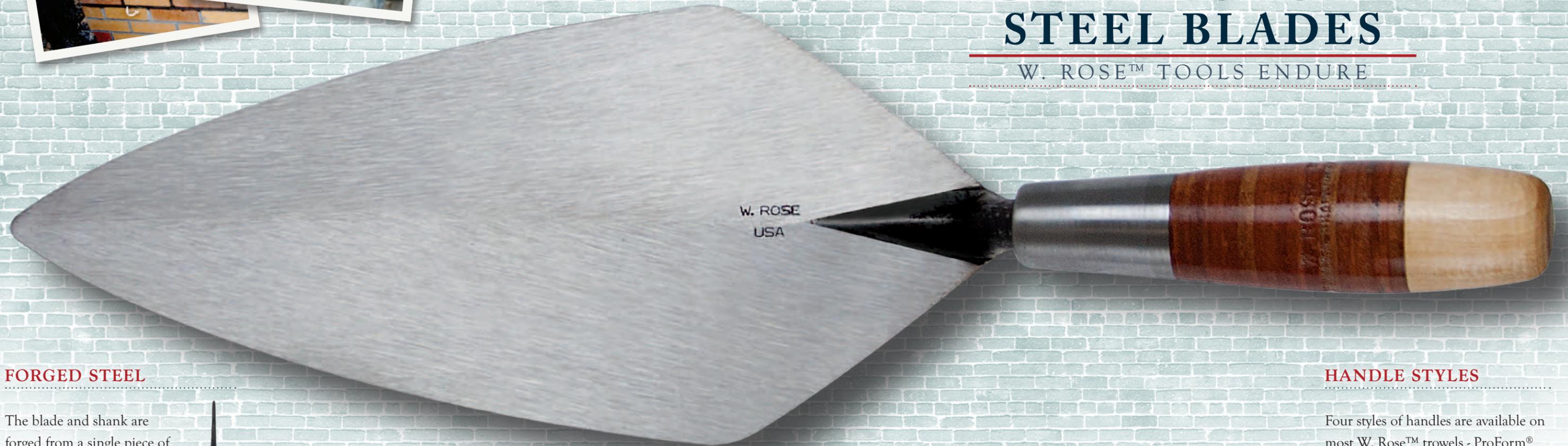


W. Rose™

• SINCE 1798 •

HAND-FORGED STEEL BLADES

W. ROSE™ TOOLS ENDURE



FORGED STEEL

The blade and shank are forged from a single piece of uniquely formulated carbon steel for extra toughness. Forging also assures product consistency.



HEAT TEMPERED

Blades are heat tempered with a special time-tested process to ensure uniform blade hardness.

HAND POLISHED

Each blade is carefully hand polished to keep mortar centered on the blade and resist sliding.

FLEXIBILITY

W. Rose™ features a tapered ground blade for flexibility. Blades are made available in standard or limber weights as desired by the mason.



STRENGTH

The forged steel blade and shank offer strength and integrity with no internal voids created by welding pieces together. Forged steel will not weaken or crack under use or impact as welded tools may.

SHANK ANGLE

The angle of the standard shank is specially balanced to reduce wrist fatigue. Many of our popular trowel patterns are also available in low lift shanks as some masons may prefer.

HANDLE STYLES

Four styles of handles are available on most W. Rose™ trowels - ProForm® soft grip, leather, two sizes of wood and plastic. All handles are specifically contoured for a comfortable grip. Replacement handles are also available.

INSPECTION

Every trowel is inspected visually by experienced workers, keeping in mind the high quality standards of the W. Rose™ legacy. They are also tested for blade hardness and size consistency.

BLADE PATTERNS

16 PATTERNS
AVAILABLE

NARROW LONDON

This diamond-heeled blade carries mortar away from the handle. The narrow size is good for general masonry and brick projects. The Narrow London blade easily spreads mortar for projects such as veneering.

- 9 blade sizes
- Standard and limber weights available



WIDE LONDON

The blade carries the mortar towards the toe of the blade. The Wide London pattern holds more mortar making it a popular pattern for stonework.

- 7 blade sizes
- Standard and limber weights available



PHILADELPHIA

The square heel of the Philadelphia pattern holds the most mortar and has become one of the most popular tools to use with cement block.

- 7 blade sizes
- Standard and limber weights available



SPECIALTY TROWELS

W. Rose™ offers a variety of specialty trowels including a wide heel pattern (shown), a round heel pattern, and pointing and margin trowels. Other specialty patterns include gauging, sewer and bucket trowels.

- 3 sizes of Pointing and Margin trowels
- 11 additional specialty patterns

“I have been using your fine quality tools since I was an apprentice. Now I issue your tools to my apprentices.”

Brian Greynolds
Apprenticeship Coordinator
Bricklayers District Council
of West Virginia JATC



HANDLE STYLES

REPLACEMENTS
AVAILABLE

PROFORM®

This handle is made from a soft grip plastic for an enhanced hold. The shape is specially contoured to rest comfortably in your hand. It is tough, rugged, well-balanced with a hard urethane endcap for tamping.

U.S. Patent #D508638.

- 6 inches

LEATHER

W. Rose™ leather handles absorb moisture while retaining a consistent grip. The wooden end cap is made of second-growth hardwood and air-seasoned for two years. Fitted with a steel ferrule.

- 5.5 inches

WOOD

Air-seasoned, second-growth hardwood handles are smooth and perfectly contoured to fit your hand. A choice of two lengths assures a comfortable and confident grip. Fitted with a steel ferrule.

- 5 inches
- 6 inches

PLASTIC

These handles are made of translucent amber-colored butyrate plastic. They are designed to be tough and rugged. This strong handle will not mushroom from tamping bricks or concrete blocks.

- 5.25 inches

MASONRY ESSENTIALS

Other Products from W. Rose™



POINTING AND MARGIN TROWELS

W. Rose™ pointing and margin trowels are forged from a single piece of steel to provide a long-lasting tool with a comfortable weight and flexibility. These trowels work great for scraping, digging and repairs.

- 3 sizes of each trowel available
- Choose wood or leather handles



JOINTERS, SLICKERS AND SLED RUNNERS

The same process used to make W. Rose™ trowels is used for jointers, sled runners and slickers. Each tool is heat tempered for hardness and hand polished to create a smooth perfect mortar joint.

- 6 styles of jointers
- 8 sizes of flat slickers
- 2 styles of sled runners
- 9 joint sizes from 1/4" to 1-1/4"



MASON'S LINE

Professional bonded braided nylon line is extra tough and will not sag. Bonded line has a better knot-holding ability and abrasion resistance. It is 35% stronger than regular twisted line.

- 685 feet per spool
- 5 high-visibility colors available

Also look for W. Rose™ line pins, levels, hammers and ceremonial trowels

W. Rose™ is a proud brand of Kraft Tool Co.®



KRAFT TOOL CO.

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