

Heartland America Launches VETERAN TOOL Power Tool Line and Nonprofit Partnerships

The Chaska, Minn.-based retailer is adding to its stable of owned-brand products



Available exclusively at Heartland America.

Minneapolis, Minnesota Jan 13, 2022 ([Issuewire.com](https://www.issuewire.com)) - Heartland America is proud to announce the addition of a new brand to its growing stable of products that customers can't live without. Veteran Tool is a complete line of power tools aimed to help both the home DIY beginner to seasoned, pro tradesperson.

Veteran Tool combines cutting-edge product design and high-capacity battery technology to deliver a tool that's tough and ready. The new products, which are available for purchase now and exclusively through Heartland America, include a cordless reciprocating saw, brushless impact driver, cordless chainsaw, cordless drill, and other power tools sure to be among the favorites in any weekend warrior's arsenal.

"We wanted to provide the highest quality at the lowest price for our customers, and one of the best ways to do that is by designing and sourcing a product from the ground up," said Heartland America CEO Kendra Reichenau. "That's exactly what we've done with Veteran Tool, and we're confident this exclusive new product line is going to delight our customers across the country."

The full line of [Veteran Tool](#) products is available through Heartland's free, monthly print catalog and online at HeartlandAmerica.com.

Heartland America has partnered with [Homes For Our Troops](#), a 501(c) (3) nonprofit that has

constructed and donated adapted, custom homes for severely injured post-9/11 veterans across the United States since 2004. Veteran Tool and Heartland America are proud to provide a \$500 gift certificate and a power tools package to each family served by Homes For Our Troops at each of their “key” ceremonies when the accessible home is turned over to its new owners.

Heartland has also recently partnered with Minneapolis-based [Every Third Saturday](#), a nonprofit that provides apparel and shoes to veterans in need. For more information on a recent donation, see this [video on Facebook](#)

For a complete lineup of the new Veteran Tool products, please visit [VeteranTool.com](#).

Media Contact

Heartland America

digitalteam@heartlandamerica.com

(800) 229-2901

8085 Century Blvd.

Source : Heartland America

[See on IssueWire](#)