

Beta

Adding value to hand tools

Beta was looking to invigorate and introduce new manufacturing technology to a new high end line of screwdrivers. The first step in the program was to experience first hand every competitive product available on the market. Likewise time was spent working alongside professionals from diverse fields of specialization to capture their perspective on screwdrivers and other hand tools which they use frequently. The result was a series of experimental models which were slowly refined to achieve an optimal grip for maximum torque and rapid rotation at different intervals of use.

