

# Defiance Tools® Launches "Tools To Navigate Life" at 2018 ACE Hardware Fall Show

*Defiance Tools, a trademarked brand of C Larboard, LLC officially opens to hardware retailers at the Fall 2018 ACE Hardware show.*

ORLANDO , FLORIDA , UNITED STATES , August 14, 2018 /EINPresswire.com/ -- When you think of Defiance [Tools](#), an image of the local [tool store](#) or lumber yard, the small-town diner or the neighborhood bar comes to mind. These are the places that made America unlike anyplace else in the world and have always been a deep and trusted part of our roots. America may be known for big box retailers both offline and online, but the small hometown business is our bedrock. With the worldwide launch of Defiance Tools at the Fall 2018 ACE Show in Chicago August 13-15th, founders Zoé and Richard Coulcher are redefining the meaning of tools, leveling the playing field with Drop Ship Solutions and bringing the best tools and EDC gear to independent retailers.



Defiance Tools 10 Piece Precision Screwdriver Set

Before founding Defiance Tools, Zoé and Richard Coulcher developed and supplied products to the "big guys" under some famous brand names. Their mission at Defiance Tools is to bring that quality of product to the independent retailer. Whether hardware stores, gift shops or general stores, Defiance Tools is there to provide Tools To Navigate Life to retail customers and their families. Partnering with Drop Ship Solutions during the ACE Show and after, means Defiance Tools can bring the best [dropshipping](#) solutions to retailers.

“

We are very excited to have our worldwide launch at the Fall 2018 ACE Hardware Show and proud to announce our affiliation with Drop Ship Solutions.”  
*Richard Coulcher, President of C Larboard, LLC.*

“We are very excited to have our worldwide launch at the Fall 2018 ACE Hardware Show and proud to announce our affiliation with Drop Ship Solutions,” said Richard Coulcher, President of C Larboard, LLC. “Both Zoé’s and my small town American upbringing make a terrific match for the independent retail community, especially those members

and customers of ACE Hardware.”

Rich Coulcher, Co-Founder of the Defiance Tools Brand, had a long and successful career within Stanley Black & Decker serving in numerous product and business management roles. His plans

for the Defiance Tools Brand started with a hand-written, long-term business plan jotted down on graph paper back in 2004. But his love of tool supply was firmly planted as a kid in a small town in Western New York called, Cassadaga.

He tells the story of how his love of the tool store grew as he did in that small town where everyone knew his name AND the name of the local plumber (Wally), the electrician (Danny), the builder (Rick) and (Pete) the counter guy at Frederickson Builders Supply where everyone always ended up.

"From these shared experiences that many of us who love tool supply have, I learned pretty early how to defy difficulty and "dig in, fix it, design it, build it...and then deliver the answer," says Coulcher.

That attitude is built into all of the Defiance Tools products that are available for sale today and those planned for the future. Defiance Tools is a brand driven by delivering excellence.

Defiance Tools Co-Founder, Zoe' Coulcher has a passion and enthusiasm for delivering excellent customer service; deeply ingrained from her training in the Walt Disney college program to her career as a successful store manager at Dick's Sporting Goods to her transition to a top performing real estate professional. She has a keen eye for customer trends and enthusiasm for life that was shaped from a childhood filled with Greek immigrant roots and a love for América.

Ms. Coulcher explains, "My family took the opportunities that America offered and combined them with the hard work and tools needed to win in business."

After growing up on a dairy farm in Circleville, New York, her mother owned and ran a successful diner in the nearby town of Chester. Her father owned his own business selling general wholesale and restaurant supplies to the hotels in the Catskills.



Defiance Tools Sportsmen's Knife & Camo Multi-Tool Combo



Defiance Tools Skull Design 8-in-1 Multi-Tool

Zoe' explains that she knows what hard work looks like and she knows that in every aspect of life, tools are needed to defy difficulty and navigate life. And she uses her expertise to tell that story and help retailers tell theirs.

Get the rest of the story and meet Zoé and Rich Coulcher at the Fall 2018 ACE Show. Help your customers defy difficult while increasing sales. Order Defiance Tools in the Impulse Aisle in Booth #2123, August 13th through the fifteenth.

#### About C Larboard:

C Larboard, LLC is a worldwide marketer of innovative gifts, cool gadgets and Defiance Tools branded products in the following categories: Transportation Tools, Mobile & Communication Tools, Food & Beverage Tools, Entertainment Tools, Fashion & Fun Tools, and EDC (every day carry) Tools. Many in the C Larboard community are also focused on bringing cool and innovative products to market. In addition to their online store, C Larboard also offers independent consulting & advisory services in all aspects of product development and product sourcing. Find more information at CLarboard.com.

#### About Defiance Tools:

Defiance Tools is redefining the meaning of tools with Tools To Navigate Life. Defiance Tools is a brand inspired by breaking out of the expected norm, thinking and living in your own unique way...to defy the difficulty of the day. Defiance Tools' products are designed to provide quality, productivity and value to end users and are sold and distributed direct to consumers via e-commerce and retail store shelves. Consumers and retailers can find more information at DefianceTools.com.

About Drop Ship Solutions - Drop Ship Solutions focuses on the Independent Retailer and offers a one-stop destination for a variety of products via drop ship from a central distribution point. They pride themselves in offering the Independent Retailer the ability to order smaller minimums at competitive prices.

Shane Shirley  
Shane Shirley Media  
407.230.8592  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.