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Saratoga Tool Vest™ Becomes Atlas 46's Best-Selling Product

Premium workwear manufacturer notes since its release in 2016, the popular tool vest has had a steady increase in sales of nearly 200%

By The Hauser Group, Neighbor
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With over 12,000 units sold and 261 five-star reviews, the Saratoga Tool Vest™ has proven to be the most successful product in the robust Atlas 46 lineup since it debuted in 2015. Designed with quality and flexibility in mind, and produced at the company's Fenton, Mo., facility, the vest has revolutionized the tool vest industry - providing comfort, ease of access, and most importantly, efficiency for whoever wears it, regardless of their needs or profession.

The vest gets its name from the famous Battle of Saratoga, which is often considered to be a turning point of the Revolutionary War. Much like the battle, the vest is also making history as Atlas 46's best-selling product. Over the past four years, sales have increased from 214 units in 2016 to 3920 units to date in 2019, a 3,143 percent increase.

A cross between a standard construction tool belt and a tool chest rig, the Saratoga Tool Vest™ is intended to maximize versatility and ergonomics for all trades. The unique design distributes weight evenly throughout the vest, allowing users to carry whatever they need without having to worry about straining their bodies.

"When I'm carrying the vest it's super heavy, but when it's on my body it's not at all," said customer Brandon Shields. "The weight is properly distributed. With my old belt, all this weight was still in there, but it was on my hips, and it was very difficult to manage after eight-and-a-half or nine-hour days."

Other customers echo the fact that other tool belts they have tried only make their hips and lower back sore; even with suspenders. They say that with the Saratoga Vest, all the weight is spread out across their chest and shoulders, and they have no more pain.

Interchangeable pouches offer tool customization to promote efficiency and to fit the needs of various projects. The vest can also be equipped with a magnetic pouch that allows for secure storage of even the smallest of objects, such as nails. Customers may also purchase the water pouch attachment to stay hydrated throughout long projects. Rugged mesh allows for durability and breathability so it can withstand the toughest

environments and warmest temperatures. A recent enhancement to the original product added high-visibility colors and reflective striping, increasing the ability for the wearer to be seen in low-light situations.

"We're committed to making products that meet our customer's needs and improve their quality of life, and we have a real winner in the Saratoga Vest," said Brian Carver, president of Atlas 46. "Our customers need the convenience of being able to carry everything at once when completing their tasks, even when going up ladders and lifts. The Saratoga Vest allows them to be more productive, resulting in a strong demand for this revolutionary product."

Atlas 46 refuses to stop there. To further satisfy customer needs, they are in the process of developing various upgrades to incorporate even more versatility and flexibility into this popular product. This includes adding harness capabilities to the vest as well as making it even lighter and more breathable for outdoor projects.

For more information on the Saratoga Tool Vest [™] or other Atlas 46 products, visit www.atlas46.com.

Atlas 46

With locations in Fenton, MO and Hillsboro, IL, Atlas 46 designs, develops, and manufactures innovative, premium workwear and gear for the construction, carpentry, electrical, maintenance, off-roading, DIY, and woodworking industries. The company was established in 2013 by founder and owner John Carver and is well-known nationally and internationally for its innovative work-gear and patented system that allows users to arrange and rearrange pouches based on their needs. For more information, visit www.atlas46.com or find Atlas 46 on [Facebook](#), [Twitter](#) and [Instagram](#).

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