



TURNING POINT
— TOOL —

PRECISION.
ENGINEERED.
PERFORMANCE.
DELIVERED.

High-precision tooling solutions
built for the industries that
demand excellence.

A DIVISION OF
APOLLO OPTICAL SYSTEMS



INDUSTRY

Professional Power Tools

YEAR

2025

PROJECT TYPE

Brand Identity & Digital Experience

ENGINEERING POWER INTO EVERY DETAIL.

A professional power tool brand built for those who demand precision, performance, and reliability in every project.

PURPOSE

To create a tool brand that empowers professionals with high-performance solutions, built on a foundation of precision, durability, and trust.

CHALLENGE

The challenge was to design a brand identity that stands out in a competitive market, communicates engineering excellence, and appeals to professionals across industries.

STRATEGY

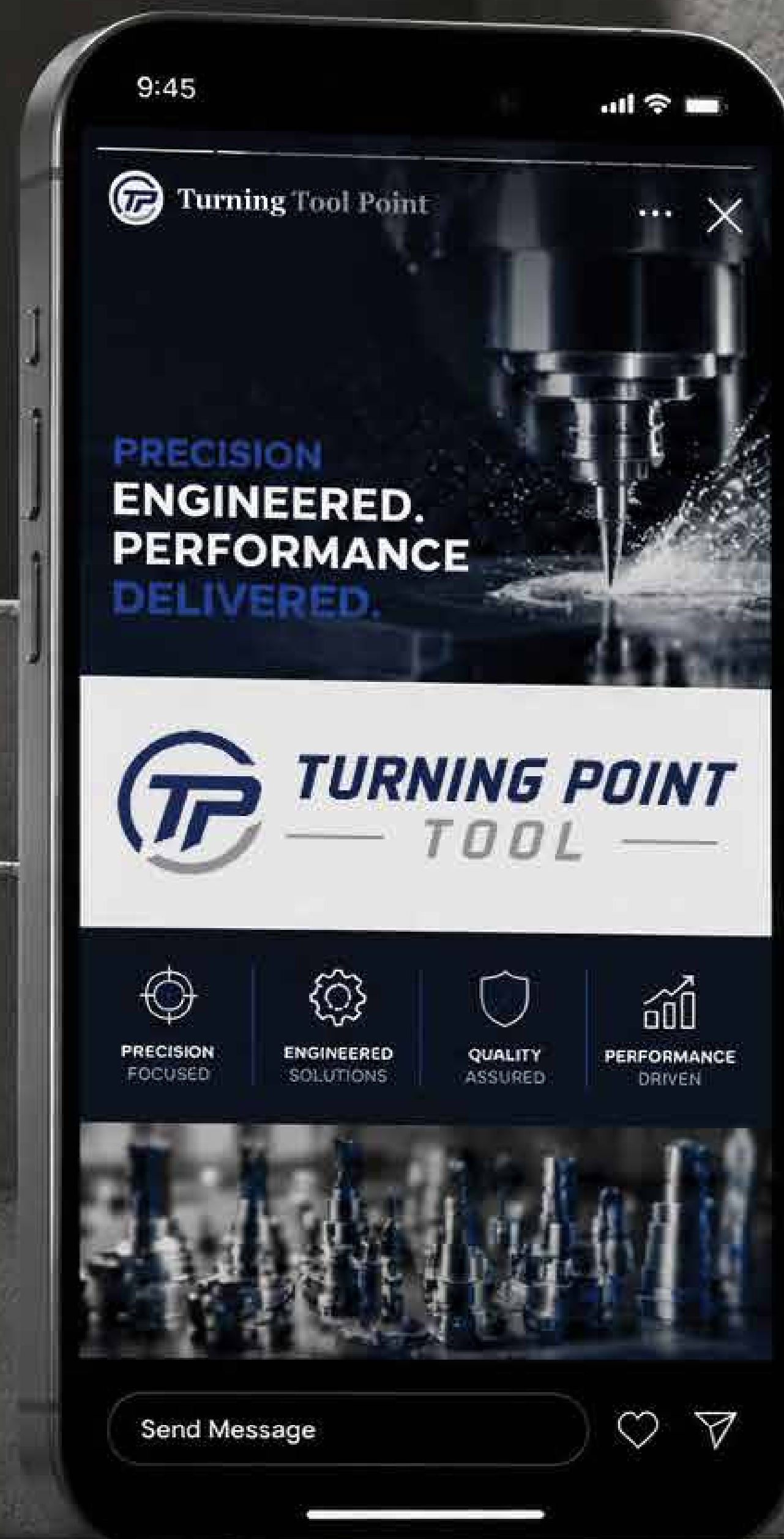
We developed a bold, modern visual system inspired by industrial design, with powerful product photography, technical typography, and a consistent focus on performance and precision.

MORE
THAN
TOOLS.
A STRONGER
TOMORROW.

BUILT FOR
WHAT DRIVES YOU.

PRECISION
BUILDS
PROGRESS







PRECISION TOOLS. POWERING PERFORMANCE. BUILT FOR PROFESSIONALS.

High-performance cordless power tools engineered for durability, precision, and productivity. Trusted by professionals. Built to perform.

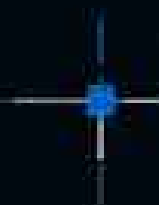


STRENGTH, POWER
AND PRECISION
EMBEDDED
IN EVERY MOVEMENT

Universal battery
for the entire line
of power tools

Extra fast
charging

CORDLESS POWER TOOLS // Turning Point Tool © 2025





TURNING POINT
TOOL

TURNING POINT
TOOL
5m
19mm
CORDLESS POWER TOOLS



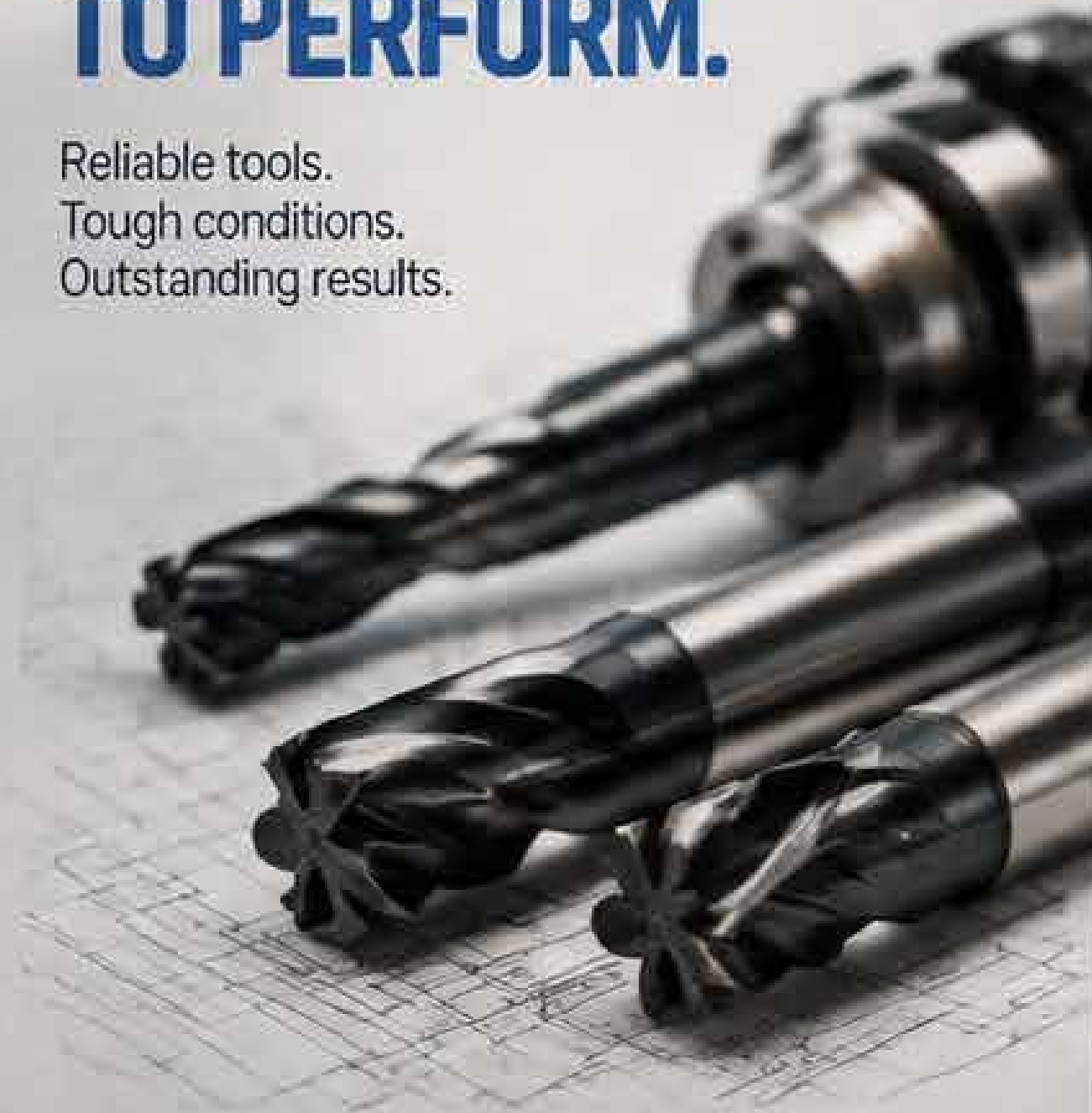
PRECISION IN EVERY DETAIL.

Engineered tools for
exceptional accuracy
and performance.



BUILT TO PERFORM.

Reliable tools.
Tough conditions.
Outstanding results.



TOOLS THAT DRIVE INDUSTRY FORWARD.

Solutions trusted by
professionals worldwide.





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BUILD
BETTER
TOMORROW

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TURNING POINT
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PROFESSIONAL CORDLESS POWER TOOLS

PRECISION TOOLS. POWERING PERFORMANCE. BUILT FOR PROFESSIONALS.

High-performance cordless power tools engineered for durability, precision, and productivity. Trusted by professionals. Built to perform.

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STRENGTH, POWER
AND PRECISION
EMBEDDED
IN EVERY MOVEMENT

 Universal battery for the entire line of power tools

 Extra fast charging

MORE THAN TOOLS.
A STRONGER TOMORROW.

 **PROFESSIONAL GRADE**
Built for real work.

 **DURABLE BY DESIGN**
Engineered to last

 **PRECISION PERFORMANCE**
Control in every cut

 **ONE BATTERY SYSTEM**
Power across all tools

 **TRUSTED BY PROFESSIONALS**
On the job, worldwide

BUILT FOR EVERY CHALLENGE

From construction sites to custom projects, Turning Point Tool delivers the power, precision, and reliability you need.

[Our Story →](#)

FEATURED COLLECTION

POWER THAT GETS IT DONE

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