



THE BLACK TOOLS

Trust built over the years.

More than tools, we deliver results.

Each product is developed to exceed expectations and turn challenges into achievements.

多年累积的信任。

我们不仅提供工具，更交付成果。
每一款产品都旨在超越期望，将挑战转化为成就。

CONTACT / 联系方式：

Rafael Borges

+55 11 93932-2185

rafael@ismafer.com.br



Bruno Bortman

+55 11 98785-7667

bruno@theblacktools.com.br



THE BLACK PARTICIPAÇÕES LTDA.

CNPJ 42.671.051/0002-76

Rod. Dom Pedro I, Nº 0 - Km 87.

Edifício Wagner Unidade 27. Ponte Alta

Atibaia-SP. CEP: 12.952-821.



Excellence that connects markets.

The Black Tools has established itself as a benchmark brand, combining innovation and tradition to provide tools that inspire confidence in professionals around the world.

卓越的市场连接

The Black Tools 已经巩固为一个标杆品牌，融合创新与传统，为全球专业人士提供值得信赖的工具。

History

Founded in 1989, Ismafer Ferramentas is a family-owned company that has grown to become one of the largest online retailers in Brazil in the segment of machinery, tools, and general utilities. Our journey has been marked by trust, commitment to quality, and close relationships with customers, employees, and partners.

Our mission is to offer products and technologies that make the daily lives of professionals and consumers easier, always with affordable prices, differentiated conditions, and personalized service. We operate in several categories, including machinery and tools for both professional and personal use, automotive accessories, personal protective equipment, home and décor items, lighting, appliances, toys, and pet products.

Constantly seeking innovation and expanding our portfolio, in 2020 we launched our own brand: The Black Tools. This is a national brand specialized in hand tools, power tools, and equipment designed for both domestic and professional use. Based on innovation, quality, reliability, and excellent cost-effectiveness, The Black Tools reflects the experience and solidity of Ismafer, while addressing new market demands with modern and accessible solutions.

Our vision is to be a reference in the tool sector, recognized for the excellence of our products and services, credibility of our brands, and our ability to exceed expectations, always ensuring the best experience for customers, suppliers, and business partners.



THE BLACK TOOLS



历史

Ismafer Ferramentas 成立于 1989 年，是一家家族企业，已发展成为巴西在机械、工具和综合用品领域最大的在线零售商之一。我们的历程以信任、对质量的承诺以及与客户、员工和合作伙伴的紧密关系为标志。

我们的使命是提供让专业人士和消费者日常生活更轻松的产品和技术，始终坚持实惠的价格、差异化的条件和个性化的服务。我们在多个类别中经营，包括用于专业和个人用途的机械和工具、汽车配件、个人防护设备、家居与装饰用品、照明、电器、玩具和宠物产品。

在不断寻求创新和扩展产品组合的过程中，我们于 2020 年推出了自有品牌：The Black Tools。这是一个本土品牌，专注于手动工具、电动工具和适用于家庭及专业用途的设备。以创新、质量、可靠性和卓越的性价比为基础，The Black Tools 体现了 Ismafer 的经验与稳健，同时以现代且易于获得的解决方案满足市场的新需求。

我们的愿景是成为工具行业的标杆，以产品和服务的卓越、品牌的可信度以及超越期望的能力而获得认可，并始终为客户、供应商和业务合作伙伴提供最佳体验。

Product Line 产品线



Power Tools
电动工具



Hand Tools
手动工具



Cordless Tools
无线工具



Kits
套装



Construction
建筑



Fitness
健身



Home & Garden
家居与园艺



Inverters
逆变器



Automotive Workshop
汽修车间