

THE MYCHANIC STORY



Garage floors aren't smooth. Outlets are never close. Tools are never within reach. We get it. Some of our best ideas are born in the sweat and stress of our own projects (and on the garage floor).

Turn Your Own Wrench is our rallying cry. We know auto-enthusiasts are fierce problem solvers. Stock is a four-letter word. And none of us read instructions.

But after all the grease and grime, there's the satisfaction of a job well done. Hopefully you cussed a little less for having our stuff around.

BRANDING

Help Us Out With Brand Consistency?

 PRONUNCIATION	 WRITTEN
<p>my-can-ick</p> <hr/> <p>We don't know why, but some people get our name wrong, (<i>they say "my-mechanic"</i>). Ugh. Help us out by calling us by our real name, "MYCHANIC" (<i>my-can-ick</i>).</p>	<p>MYCHANIC</p> <hr/> <p>When written, our brand name should appear in ALL CAPS. These variations make us a little cringy: MyChanie Mychanie</p>



CONTACT

Blake Stafford
615.902.3291
marketing@delk.us

FOR MEDIA AND MORE

mychanic.com/media



SIDEKICK STOOL - SK3

\$134.99

Full of function and thought, our new garage stool brings modified to a new level. From the adjustable height seat, removable tool caddy and stand for your mobile device, this stool is the opposite of stock.

- **Adjustable Height:** The thick padded seat adjusts from 17.75" – 20.75"
- **Removeable Tool Caddy:** Prop your phone or tablet up in the handle of the removeable tool caddy
- **Deep Drawer:** Store the tools of your trade [and more] in a drawer that glides on ball bearing slides.
- **Tool Storage:** Grab your go-to-tools from the power tool holster and durable polypropylene bins.
- **Oversized Casters:** Glide easily over rough surfaces on 3" speed casters.
- **Durable:** Powder Coated Steel Frame Supports 500 lbs

PRODUCT USE TIPS

The reviews with the highest engagement are the ones where our media partners worked our products into a real product and in an authentic setting. Our products are built to last – don't be afraid to give them a work out or load them up with tools (or a vehicle). Here are examples of our favorite 'in use' content.

