

HULTS BRUK

A complete guide to the new and old names, along with images of the four new axes, is [here](#).

For Immediate Release

Contact: Monica Baer
mbaer@baercarlson.com

Hults Bruk Axes Now Available for Purchase on Brand's North American Website

Beginning January 1, All Existing Axes Assume New Names

Mequon, Wis. (January 15, 2026) – [Hults Bruk](#), the world's oldest axe maker, has launched an updated North American website, us.hultsbruk.com, where its legendary axes and high-quality leather accessories are now available for purchase. In addition, the brand is renaming nine of its axes to share the stories of the people, places and natural elements that are woven into its Swedish roots.

The changes marry the new and old. At us.hultsbruk.com, consumers can easily order and receive a hand-forged premium Swedish axe. The website also shares the updated names and rich history of each hand-forged axe. (The four new axes that were introduced in late 2025, [Jakobsdal](#), [Kvillinge](#), [Jursla](#) and [Arvika 5 Star](#), are retaining their names.)

The new names are:

- **[Ågelsjön](#) hatchet (previously Jonaker)**
Named after the serene lake Ågelsjön, which is nestled near the historic forge, this axe honors the essential role water played in Hults Bruk's story. Centuries ago, the crystal waters of Ågelsjön fed the river that powered the mill's water wheel, harnessing nature's strength to forge tools that shaped the region.
- **[Hultån](#) hatchet (previously Almike)**
Hultån pays tribute to the river that powered the mill's great water wheel. Hultån's flowing energy was a lifeblood for Hults Bruk, transforming water into force, and that force into tradition and craft.
- **[Dvardala](#) hunting and forest axe (previously Spika)**
Named after the wild and game-rich forests north of Hults Bruk, the Dvardala axe is a tribute to a landscape of adventure and bounty. For generations, the woods provided both challenge and reward – deer and wild boar roaming among tall pines. The axe is forged for

the hunter and the forest-dweller, imbued with the proud spirit of those who lived in harmony with the northern wilds.

- **Åby forester's axe (previously Akka)**
Åby is a nearby community that symbolizes the heartbeat of Hults Bruk. In the 20th century, it was home to many of the mill's workers, a close-knit population who built not just axes, but a lasting legacy of skill, effort and unity. The Åby axe honors these families and their unwavering dedication, representing an unbroken chain of craftsmanship and pride.
- **Wetterhall double bit axe (previously Motala)**
Named after Bo Wetterhall, whose service at Hults Bruk outlasted any others, the axe is the embodiment of loyalty and lasting impact. Wetterhall's lifelong commitment left an indelible mark on Hults Bruk history. With every use, this axe celebrates steadfastness, legacy and pride in one's life's work.
- **Hult splitting axe (previously Sarek)**
Hult is where it all began. A land whose very soil shaped the origin of Hults Bruk. The name itself is a reminder of its roots, foundation and enduring heritage. The axe represents Swedish craftsmanship and the birthplace of a proud tradition.
- **Qvarfot felling axe (previously Kisa)**
The Qvarfot family were trusted blacksmiths at Hults Bruk – their expertise and dedication handed down through time. Their forges, fueled by both fire and pride, made tools that stood the test of time. The axe is a living testament to a family whose hands shaped steel and destiny.
- **Ekelund hatchet (previously Aneby)**
The story of the Ekelund axe begins with the Ekelund family who owned Hults Bruk for three generations. In the 1880s, their vision and leadership scaled Hults Bruk's axe production to lasting renown. The Ekelund name stands for ambition, innovation and the relentless pursuit of quality. To wield this axe is to honor a chapter where bold ideas and proud heritage were forged together.
- **Stålberg carpenter axe (previously Tibro)**
The Stålberg axe embodies the skill and reputation of Ernst Stålberg, one of Hults Bruk's most experienced and legendary smiths of the 20th century. Stålberg's dedication to his craft made Hults Bruk axes objects of global admiration. The Stålberg axe is a tribute to precision, mastery and the deep pride of generational expertise.

4 New Hults Bruk Axes

Late last year, Hults Bruk introduced four new axes. More information about the history of their names is included below.

- **The Jakobsdal** splitting axe is named after a garden that was created at the end of the 16th century by Hults Bruk owner Jakob Graver and called Jakobsdal. More than just a landscape, Jakobsdal was a personal vision – a cultivated reflection of the harmony between nature and industry. The Jakobsdal axe embodies this balance, celebrating both the beauty and the toil that shaped a shared heritage.
- **The Kvillinge** splitting axe is named after Kvillinge parish, where Hults Bruk is rooted. This historic parish has nurtured countless generations, forging a deep connection between place and people. Each Kvillinge axe embodies the land's enduring strength, its tradition and the pride of those who call it home.

- **The [Jursla](#)** felling axe is named after Jursla Nature Reserve. With its ancient pine forests, it's a sanctuary of time and wilderness near Hults Bruk. The centuries-old trees have stood as silent sentinels as generations of craftsmen honed their art nearby. The Jursla axe honors this untouched heritage, a tribute to resilience, endurance and the wild beauty that remains a guiding inspiration.
- **The [Arvika 5 Star](#)** racing axe is named after the renowned Arvika mill. Before this pattern was adopted by Hults Bruk, it won its reputation for excellence elsewhere—a symbol of wider tradition now united with the Hults Bruk heritage. By carrying this name, the axe represents the meeting of great histories and continuous pursuit of the best in Swedish axe craftsmanship.

Legendary Hults Bruk Craftsmanship

Hults Bruk axes are created at a Swedish factory nestled outside the town of Norrköping. The site was originally chosen in the late 1600s due to its location at the edge of a forest and near a stream. At that time, the stream was essential since it was used to turn a water wheel to produce power.

To this day, Hults Bruk continues to hand forge its axe heads at the historic Hults Bruk, a forge that has been in operation for nearly 330 years.

- Each axe is made from Swedish premium steel developed specifically for Hults Bruk.
- Once forged, the axes are expertly tempered to hold an extremely sharp edge, even after repeated sharpening.
- Hults Bruk axes are hand-finished to be razor-sharp with a polished edge.
- The axe handles are made from American hickory that's sanded, protected with linseed oil and stamped with the HB logo.
- Each Hults Bruk axe comes with a vegetable tanned, full-grain leather sheath.
- Replacement parts and additional accessories, including a sling, holster, overstrike guard, belts and a grinding stone with leather case were introduced earlier this year and are available at us.hultsbruk.com.

Background

[Hults Bruk](#) is part of the Hultafors Group NA portfolio of premium professional brands. Hultafors Group NA is part of [Hultafors Group](#), a global company based in Göteborg, Sweden, that offers superior brands designed and manufactured specifically for tradespeople.

In addition to [Hults Bruk](#), the Hultafors Group brands include, [W.steps](#), [SCANGRIP](#), [Johnson Level](#), [CLC Work Gear](#), [Hultafors Tools](#), [Martinez Tools](#), [Snickers Workwear](#), [Solid Gear Footwear](#) and [Hellberg Safety](#).

For more information, visit us.hultsbruk.com.

###