

# HULTS BRUK

For Immediate Release

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## World's Oldest Axe Maker Introduces 4 New Axes

**Mequon, Wis. (January 2026)** – [Hults Bruk](#), which traces its beginnings to 1697 in Norrköping, Sweden, is adding four premium axes to its line - [Jakobsdal](#) (splitting axe), [Kvillinge](#) (splitting axe), [Jursla](#) (felling axe) and [Arvika 5 Star](#) (racing axe).

With its 300-plus years of experience and history, Hults Bruk continues to follow centuries old practices like hand-forging and hand finishing. Its axes are recognized for their strong Swedish steel, solid American hickory handles and heads that are hand-finished with a razor-sharp edge and stamped with the HB logo.

All Hults Bruk axes come with a full-grain leather sheath and user booklet. Replacement parts and additional accessories, including a sling, holster, overstrike guard, belts and a grinding stone with leather case were introduced earlier this year.



Caption: Hults Bruk is adding four premium axes to its line. Pictured left to right: Jakobsdal (splitting axe), Kvillinge (splitting axe), Jursla (felling axe) and Arvika 5 Star (racing axe).

**Jakobsdal, \$200 MSRP, 3.1 lbs. total, 20" handle**  
(pronounced YAH-kobs-dahl)



The Jakobsdal splitting axe is named after the Jakobsdal garden that Hults Bruk owner Eran Graver created at the end of the 16<sup>th</sup> century.

Jakobsdal features a 2 lb. Swedish splitting pattern head and has a 20" curved handle. Its shorter handle makes it packable for the trail or truck and is ideal for splitting firewood and kindling and clearing small areas.

**Kvillinge, \$230 MSRP, 5.4 lbs. total, 32" handle**  
(pronounced KVIL-lin-eh)



The Kvillinge splitting axe is named after the historic parish where Hults Bruk is located.

Inspired by classic Swedish splitting axes, Kvillinge features a 4.2 lb., wedge-shaped, weighted head, which is able to drive deep into wood. The curved edge reduces bounce and helps turn logs without sticking. The slightly curved 32" handle delivers balance, strength and swing control. Kvillinge excels at splitting, clearing and chopping.

**Jursla, \$249 MSRP, 5.1 lbs. total, 32" handle**  
(pronounced YOORS-lah)



The Jursla felling axe is named after the centuries-old Jursla Nature Preserve that's known for its ancient pine forests near Hults Bruk.

Jursla features a 3.3 lb. Montreal pattern head and 32" curved handle. This versatile axe can fell and split and is even used for axe throwing.

**Arvika 5 Star, \$260 MSRP, 6.1 lbs. total, 32" handle**  
(pronounced ahr-VIE-kah)



The Arvika 5 Star racing axe is named after the renowned Arvika mill where it originated. It's a legacy axe that's beloved by competitors and aficionados.

Arvika features a 4.5 lb. Australian-inspired racing pattern, polished head with a convex grind edge and 32" curved hickory handle. Its wide head delivers deep, V-shaped cuts in hard wood and tough timber. Arvika is designed to be profiled and customized by only experienced end-users. It excels at felling, chopping, splitting and competing.

### ***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 328 years.

- Each axe is made from premium steel and is expertly tempered to hold an extremely sharp edge, even after repeated sharpening.
- Once forged, the axes are blackened and 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 engraved with the HB logo.
- Each Hults Bruk axe comes with a premium leather sheath and user booklet.

### **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](http://us.hultsbruk.com).

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