



**diy diva** 



Complementing the Handy Mandy (qv), the DIY Diva (2004) is a light-hearted fun gift item primarily for sale through the Mayhem charity catalogue and other online retailers, as well as shops in the UK, France and Spain. An existing Mayhem product, the Ergonomic Handy Drill, was repositioned with new graphics, packaging, instructions and display materials to produce a gift set with higher perceived value (RRP £30). DIY Diva features an integral white LED to provide illumination in tight corners, easy-change chuck and an array of drill, screwdriver and socket bits, all carried in a belt-mounted pouch.

Available from [www.mayhemonline.co.uk](http://www.mayhemonline.co.uk)

**Branding**  
Mayhem power tools