

# MetMo Magnifies Its "Pocket Driver" Product Line After Massive \$1.5M Campaign

*Pocket Power: MetMo's Portable and Practical Pocket Driver Packs a Punch with Precision and Performance*

LONG BRANCH, NJ, UNITED STATES, May 9, 2023 /EINPresswire.com/ -- London-based [MetMo](#) has launched its latest product, the "Pocket Driver," following the massive success of its previous \$1.5 million (£1.2 million) "Driver" campaign. The pocket-sized and practical tool combines a T-handle and ratchet driver, raising over \$500,000 (£400,000) on Kickstarter within its first five days.

The Pocket Driver is designed to tackle any screw, including Allen hex key bits and screw and micro screw bits. Its compact design makes it easy to navigate tight and inconvenient spaces while delivering impressive performance. This is the first time the classic engineering design of a Driver, invented in 1871, has been miniaturized. The MetMo team, composed of engineers and friends, has a passion for cutting-edge design and has run six successful Kickstarter campaigns over the last three years, creating high-quality, precision tools designed to last for generations.

According to James Whitfield, MetMo's Managing Director, "We've been blown away by people's reaction to the Pocket Driver, based on an old expired patent that people really loved. After the success of the first Driver, it's been a lot of fun reworking the original design into a new and more practical micro driver for use in modern times. It's been a huge joy of ours creating new products, bringing them to life, and sharing them with the world and the MetMo community. And we aspire to continue to make products that last for generations to come."

The MetMo Pocket Driver is available for pre-order on Kickstarter, with prices starting at \$112 (£89).

MetMo's mission is to create unusual and extraordinary objects made possible through engineering ingenuity and modern machining methods. The MetMo Cube, their first creation in 2019, was followed by five more original products all launched on Kickstarter. Since then, their team has almost tripled in size to keep up with the growth of the product line and increase in orders.

The MetMo Pocket Driver is the latest addition to their product line, and it's already generating buzz among the engineering community. The tool's compact design and versatile features make

it perfect for assembling anything, anywhere, and all at once. The Pocket Driver can handle any screw, including Allen hex key bits and screw and micro screw bits. It can navigate tight and inconvenient spaces with ease, delivering impressive performance.

"We designed the Pocket Driver to be a must-have tool for any engineer or DIY enthusiast," says Whitfield. "It's portable, easy to use, and powerful. We believe it's the perfect addition to our product line, and we're thrilled to see the response it's getting on Kickstarter."

MetMo's team of makers, creators, tinkerers, and engineers have a passion for cutting-edge design and have already run six successful Kickstarter campaigns. Their high-quality, precision tools, such as the Cube, Pen, and Grip, are designed to last for generations.

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Kickstarter community members have praised MetMo's product quality and campaign management. The company's previous successful campaigns include the MetMo Cube, a desk toy produced with wire EDM, and the Pen, a sleek and stylish writing tool. MetMo's team is proud to be a part of the engineering community, and they're committed to creating innovative products that inspire others to create, tinker, and experiment with their own designs. Their products are made with precision and care, using high-quality materials and cutting-edge manufacturing techniques.

The Pocket Driver is a prime example of MetMo's commitment to excellence. The tool's classic design, updated for modern use, makes life easier by requiring less effort to drive screws that are difficult to reach with conventional ratchet screwdrivers. The Pocket Driver is also designed to be durable and long-lasting, ensuring that it will be a reliable tool for years to come.

The MetMo team has a strong focus on community engagement and involvement. They regularly communicate with their customers and supporters to gather feedback and ideas for new products. They're passionate about providing their customers with the best possible experience, from the initial product design to the final delivery.

MetMo's Pocket Driver campaign on Kickstarter has already raised over \$500,000 (£400,000) in its first five days. The campaign offers a range of rewards for backers, including early bird pricing on the Pocket Driver, as well as a range of other MetMo products. The Pocket Driver is currently available for pre-order on Kickstarter, with prices starting at \$112 (£89).

"We're excited to see the response that the Pocket Driver is getting on Kickstarter," says Whitfield. "We believe that it's a tool that every engineer and DIY enthusiast should have in their toolkit, and we're thrilled to be able to offer it to our customers at an affordable price. We're committed to continuing to create innovative products that inspire others to create and

experiment, and we're excited to see where our journey takes us next."

MetMo's success on Kickstarter is a testament to its commitment to quality, innovation, and community engagement. The Pocket Driver is just the latest example of their dedication to creating high-quality, precision tools that are designed to last for generations. With the support of their loyal customers and supporters, MetMo is poised to continue to push the boundaries of engineering design and bring new and exciting products to market in the years to come.

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