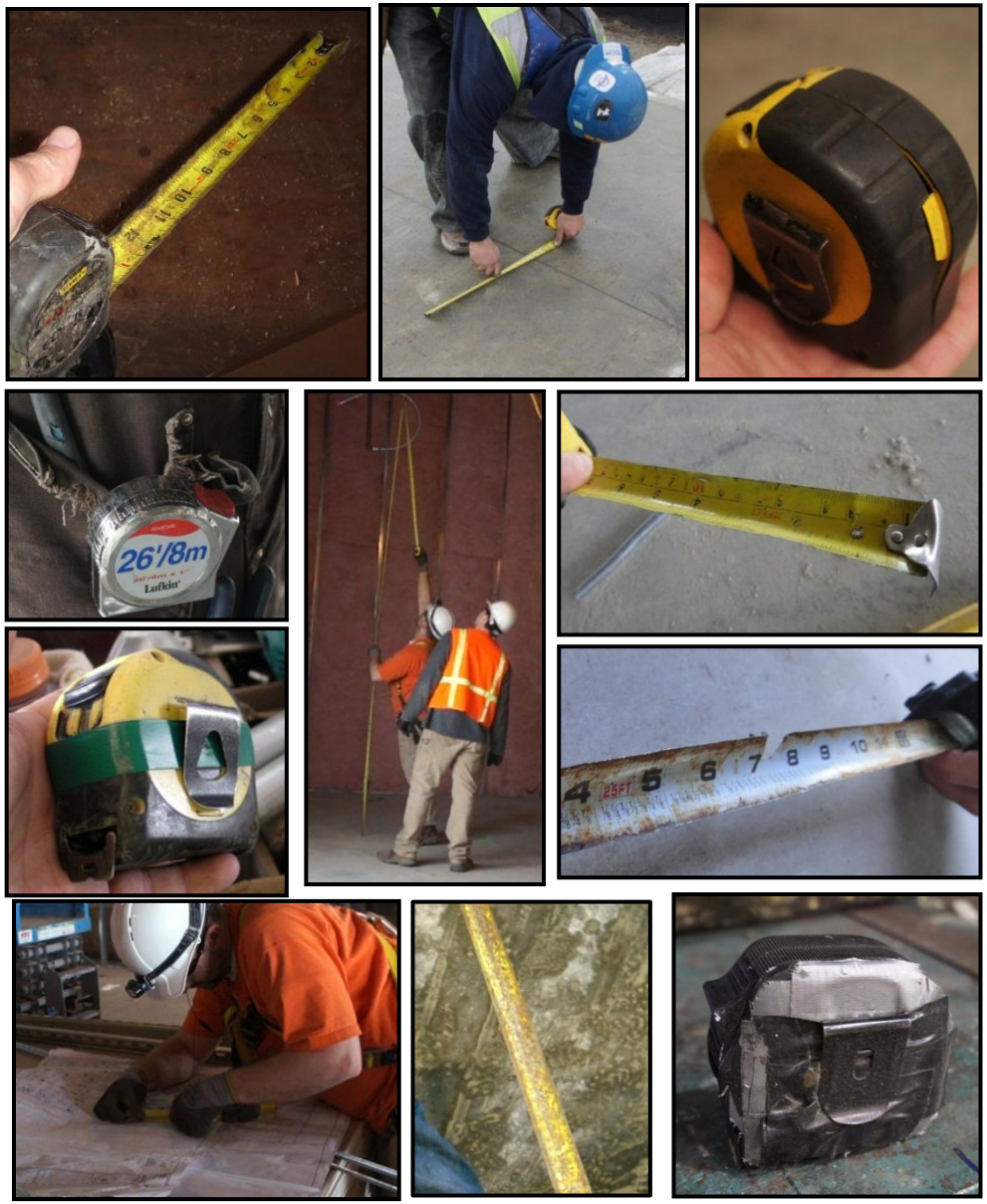
Milwaukee®

Nothing but **HEAVY DUTY.**®

NEW PRODUCTS

MAGNETIC TAPE MEASURES

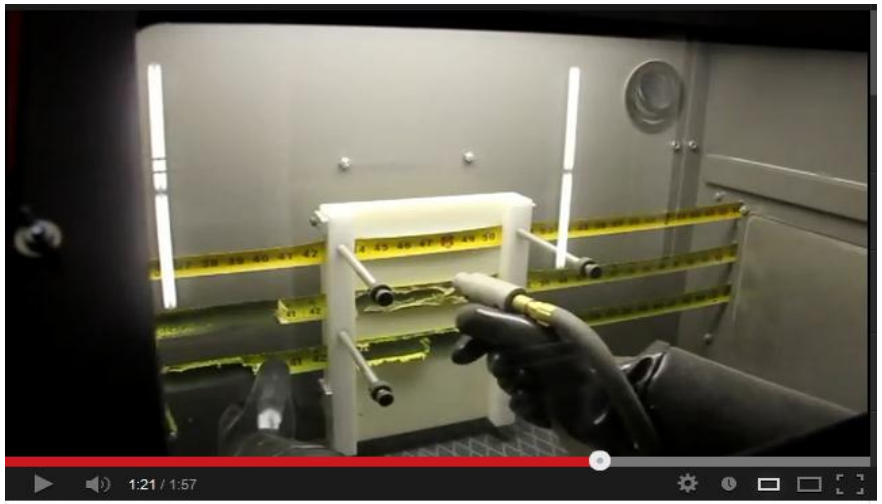
JOBSITE RESEARCH



RESEARCH FINDINGS

- #1 failure caused by dust, dirt and water wearing away numbers and rusting tape
- #2 failure is housing breaking due to dropping
- Finger used to hold tape out instead of lock
- Measuring long pieces of pipe is difficult due to hook roll over
- Often used to calculate measurements from scaled blueprints
- Belt clips tear up pockets
- Overhead measurements difficult when tape flips over

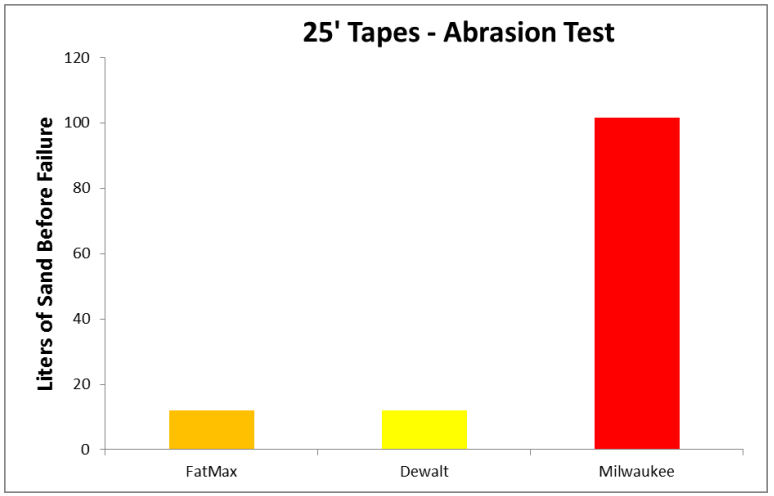
SAND BLAST ABRASION TEST

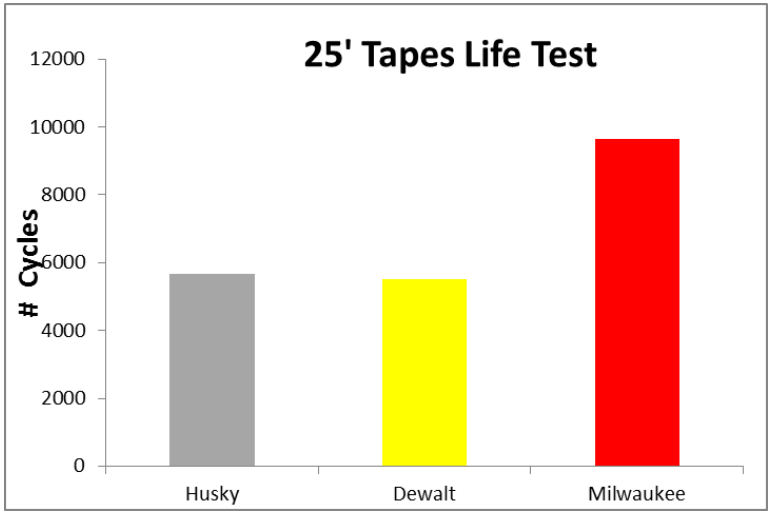


ROBOT LIFE TESTING

New Product Symposium
Tape Measure vs. Sand Blaster Video

(click here)





CURRENT ISSUES

Tape Durability

Dust, dirt, water collects on tape and act like sand paper when it recoils in the body, wearing off the numbers and rusting the blade

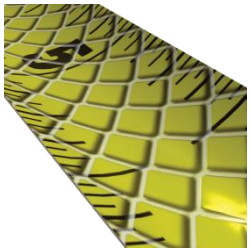
Drop Protection

Tape Measure housings split open after drops off of ladders and tables. If the tape fully splits open, the steel tape and spring are dangerous

Locking

Users don't push the lock when they measure unless doing layout marking. Most will hold the tape with their finger in front of the housing, but can get snapped when the hook recoils

MILWAUKEE SOLUTIONS



✓ Nylon Bond Blade Protection

10x more resistant to contamination wear

✓ 5-Point Reinforced Frame

Reinforced housing provides protection to the tape spool and spring

✓ Finger Stop

Open area for a comfortable hold and protected during hook retraction

CURRENT ISSUES

Hook Roll Off

Measuring long sticks of conduit, steel studs, threaded rod, and black pipe is difficult because the hook rolls off the end of the material if not trapped in place

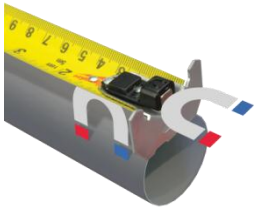
Calculating Scaled Drawings

Blueprints are scaled down to either 1/8” to 1’ or 1/4” to 1’ and users measure distances with their tapes and incorrect multiplications causes errors in material needs

Pocket Tearing

Users don’t push the lock when they measure unless doing layout marking. Most will hold the tape with their finger in front of the housing, but can get snapped when the hook recoils

MILWAUKEE SOLUTIONS



✓ Dual Magnets

One magnet holds the hook in front and a second prevents roll off on steel studs, conduit, etc.

✓ Blueprint Scale

Calculates 1/4” and 1/8” drawings

✓ Wire Form Belt Clip

Easily clips onto material without fraying

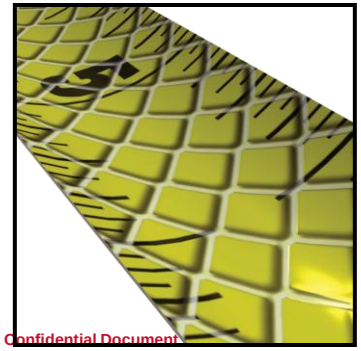
MAGNETIC TAPE MEASURES

Measure Tape Measures

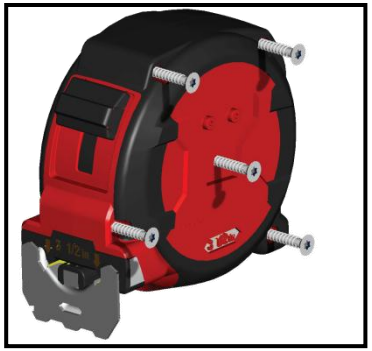
Features and Benefits:

- ❑ **Nylon Bond Blade Protection–** Markings are up to 10x more resistant to jobsite contamination
- ❑ **5 Point Reinforced Frame–** Drop protection
- ❑ **Finger Stop–** Protected zone when hook retracts
- ❑ **Dual Magnets–** Securely attaches to EMT and Steel Studs
- ❑ **Blueprint Scale–** Calculates measurements for 1/4” and 1/8” to 1’ drawings
- ❑ **Wire Form Belt Clip–** Secures to clothing without fraying materials

Blade Protection

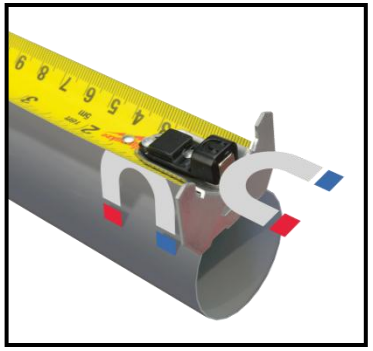


Reinforced Frame

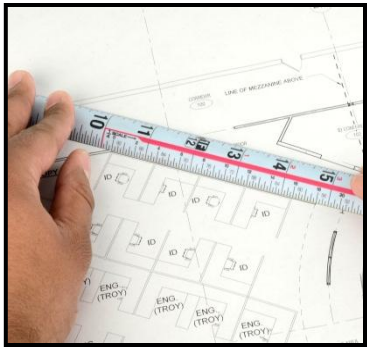


Finger Stop

Dual Magnets



Blueprint Scale



HOW TO USE THE BLUEPRINT SCALE

1. Determine Scale

Find key on blueprint to see what scale the print was created in. 1/4” and 1/8” are the most common

2. Line Up Scale To Blueprint

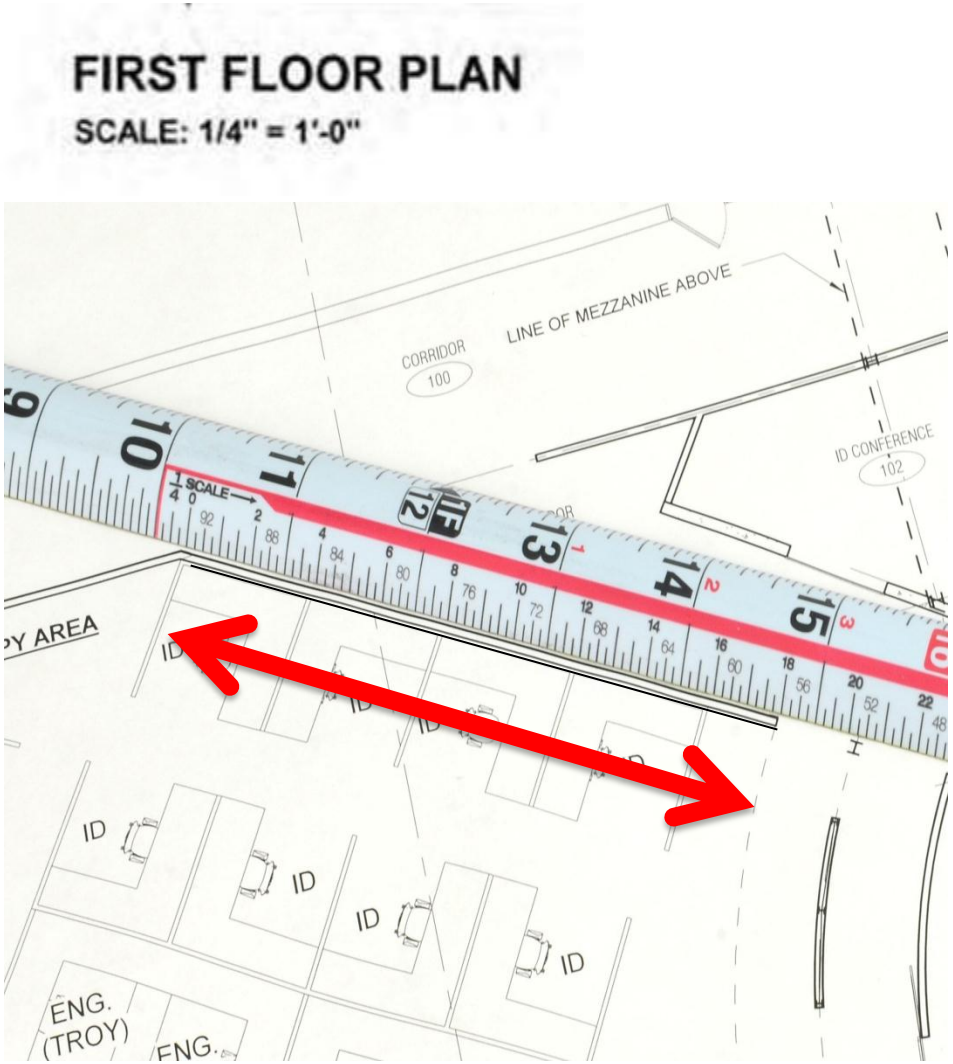
Adjust the scale to the line on the blueprint you want to calculate.

Note:

- 1/4” is bolded on top and starts from left
- 1/8” scale starts from right

3. Calculate The Length

Find the end point of the material on the scale and find the length of material needed. The example on the side is 18 feet long.



25’ COMPETITIVE LANDSCAPE

BRAND	DEWALT	STANLEY FATMAX	DEWALT	MILWAUKEE	STANLEY BOSTITCH	STANLEY FATMAX XTREME
MODEL	DWHT33373L	33-725Y	DWHT33385L	48-22-5125	33-001	33-890
RETAIL	$15.97	$19.97	$24.97	$24.99	$24.98	$24.99
NYLON BOND COATING	NO	NO	NO	YES	NO	NO
REINFORCED FRAME	NO	NO	NO	YES	NO	NO
FINGER STOP	NO	NO	NO	YES	NO	NO
DUAL MAGNETS	NO	NO	NO	YES	NO	NO

16’ COMPETITIVE LANDSCAPE

BRAND	DEWALT	STANLEY FATMAX	MILWAUKEE	STANLEY BOSTITCH
MODEL	DWHT33372l	33-716y	48-22-5116	33-000
RETAIL	$12.97	$17.99	$19.99	$19.99
NYLON BOND COATING	NO	NO	YES	NO
REINFORCED FRAME	NO	NO	YES	NO
FINGER STOP	NO	NO	YES	NO
DUAL MAGNETS	NO	NO	YES	NO

PRICING & SETUP INFO

Part #	Product Name	Launch	UPC Code	List Price	HD Price	MSRP	Harmonization Code
48-22-5116	16' Magnetic Tape Measure	8/19/2013	045242296880	$30.00	$14.50	$19.99	9017800000
48-22-5125	25' Magnetic Tape Measure	8/19/2013	045242296897	$38.00	$17.50	$24.99	9017800000
48-22-5216	5m/16' Magnetic Tape Measure	9/1/2013	045242296903	$30.00	$14.50	$19.99	9017800000
48-22-5225	8m/26' Magnetic Tape Measure	9/1/2013	045242296910	$38.00	$17.50	$24.99	9017800000

Part #	Tool Length (in.)	Tool Width (in.)	Tool Height (in.)	Tool Weight (lbs.)	Qty Pkg	Package Length (in.)	Package Width (in.)	Package Height (in.)	Package Weight (lbs.)	Buy in Multiples of
48-22-5116	3.25	2	3	0.8	1	4.5	2.75	6.75	0.92	6
48-22-5125	3.50	2	3.5	1.15	1	4.75	2.75	7	1.28	6
48-22-5216	3.25	2	3	0.8	1	4.5	2.75	6.75	0.94	6
48-22-5225	3.50	2	3.5	1.2	1	4.75	2.75	7	1.33	6

****Demo 16' sample shipping August 19th**

TIMING FOR ADDITIONAL TOOLS

November 2013

48-22-5117 16' Tape Measure
48-22-5217 5m/16' Tape Measure
48-22-5306 5m Tape Measure
48-22-5126 25' Tape Measure
48-22-5226 8m/26'Tape Measure
48-22-5309 8m Tape Measure
48-22-5305 5m Magnetic Tape Measure
48-22-5308 8m Magnetic Tape Measure

February 2014

48-22-5131 30' Tape Measure
48-22-5234 10m/33' Tape Measure
48-22-5136 35' Tape Measure
48-22-5130 30' Magnetic Tape Measure
48-22-5233 10m/33' Magnetic Tape Measure
48-22-5135 35' Magnetic Tape Measure

More information will be provided when product becomes available