
New Product Announcement Letter

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Raimundo Lira, Product Manager

FLUKE®

Fluke Ergonomic Bottle Opener

The Fluke Ergonomic Bottle opener is the perfect accessory for lunch on the job site. This bottle opener is a must have for the kitchen, bar, workshop or truck. This is the only bottle opener to feature the Fluke Ergonomic Hand Tool like design which includes a 2-component handle, hexagonal “non-roll” handle with hole in handle to insert lever and easy storage. The Fluke Ergonomic Bottle Opener is a high-quality, German engineered and produced.. For top-of-the-line ergonomics and a secure transmission of force, this bottle opener will insure a safe, reliable way to open your favorite beverage.



Key Features:

- Professional refreshment tool
- Soft-grip, ergonomic handle anti-roll handle with hole in handle for easy storage
- High-quality stainless-steel construction
- German engineered and produced.

Value Proposition

- For the professional who loves Fluke tools.
- Ideal troubleshooting tool for bottle opening
- Compact and easy one-handed operation – perfect for everyday use
- Fluke reliable: Won't let you down.

Schedule

The Fluke Ergonomic Bottle Opener is open for orders on December 3rd, 2019. ATP is two weeks. Minimum order quantity is 18 units.

Key customers

Who uses them?	What are they used for?	Pain points solved?
All tradesman and layman Any Loyal Fluke customer	<ul style="list-style-type: none">Opening beveragesPerfect for gift giving and or stocking stuffers.	Reliable safe way to open your favorite beverage.

Model numbers

Product	Oracle ID	UPC	MSRP (\$US)	Minimum order quantity
Fluke Ergonomic Bottle Opener	INS_BOT	0 95969 94808 1	\$12.99	18 (bag)

Fluke Ergonomic Bottle Opener

Includes:

1 Fluke Ergonomic Bottle Opener

Warranty, service plan

The Fluke Ergonomic Bottle Opener has a one-year warranty.

Launch Assets & Marketing Communications

A list of the materials developed for this campaign follows, but we encourage you to check <http://distributors.fluke.com/> regularly because we will be adding to the asset suite.

Datasheet, Product photography, and Web banners

For more information

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