Product Overview

Value Proposition

- Fits your budget.
  Fits your job.
- Designed with the customer's on-the-job needs in mind
- Withstands a 1 meter drop
- Accurate, repeatable results within the customer's budget

Product Highlights

- Precise laser technology makes more accurate and repeatable measurements
- Large, easy-to-read backlit LCD display for easy viewing
- Small and lightweight design fits easily fits into your tool box
- IP40 rated for extra protection
- Displays the minimum, maximum or average temperature, or the difference between two measurements
- Hi and Lo alarms for rapid display of measurements outside the limits
- Powered by one (1) AA battery
- One year warranty

Who will buy

	Working Environment	Applications
Electrical Technicians	• Utilities, manufacturing facilities, office buildings • Mostly indoors • Temperate environment	• Check temps of high-voltage equipment and transformers from a safe distance • Detect heating of fuses, wires, insulators, connectors, splices, switches • Overloaded motors due to possible harmonic currents
HVAC Technicians	• Utilities, manufacturing facilities, office buildings, some residential • Inside and outside • Hot and cold environments • May be wet or damp • Climbing ladders or catwalk either inside or to the roof	• Check temp of furnace exteriors, stream traps, heat exchangers • Take suction line temps for superheat • Ambient temp readings • Outlet/inlet air • Refrigeration equipment, freezers, AC condenser temps to look for blockages • Chiller input/output • Energy audits

Competition (and how to beat them)

FLUKE ®

	Fluke 59 MAX Fluke 59 MAX+	Competition
Brand	Built by Fluke – the most trusted tools in the world!	A variety of manufacturers trying to enter the space
Rugged	IP40 rated for extra protection; meant to be treated like a trusted tool	Range from no rating to low IP protection
Drop Resistance	Built to withstand a 1 meter/3.1 foot drop	Range from no rating to 2 meters
Design	Ergonomic fit to "feel" good in your hand	Traditional pistol grip
Easy-to-Carry	Small size allows you to put in your tool box or on your tool belt	No easy way to carry; may get damaged in tool box
Safety	CSA Listed	Unknown; usually no safety listings
Price	Just the essential features for a price to fit all budgets	Lack of ruggedness at same price point

Fit in product line

- Fluke 59 MAX / MAX+ are additions to the temperature line
- Price and performance under 62 MAX / 62 MAX+

Specifications	Fluke 59 MAX	Fluke 59 MAX+	62 MAX	62 MAX+
Measurement range	-30 °C to 350 °C	-30 °C to 500 °C	-30 °C to 500 °C	-30 °C to 650 °C
Accuracy	±2.0 °C or ±2.0%	±1.5 °C or ±1.5%	±1.5 °C or ±1.5%	±1.0°C or ±1.0%
Emissivity	0.10-1.00	0.10-1.00	0.10-1.00	0.10-1.00
Distance to Spot Size	8:1	10:1	10:1	12:1
Backlit LCD display	On/Off	On/Off	On/Off	On/Off
Laser beam for targeting	On/Off	On/Off	On/Off	On/Off
Reading	Max/Min/ Diff/Avg	Min/Max/ Diff/Avg	Max/Min/ Diff/Avg	Min/Max/ Diff/Avg
Hi/Lo alarm	Yes	Yes	Yes	Yes
Trigger Protection	On/Off	On/Off	On/Off	On/Off
Water/Dust proof	IP40	IP40	IP54	IP54
Drop	1 meter	1 meter	3 meter	3 meter
Power	AA battery	AA battery	AA battery	AA battery

Additional Features

Items Included	Service Plan

• Fluke 59 MAX
  or
• Fluke 59 MAX+
• 1 AA battery (installed)
• Instruction guide
 	
• Accessories
   • The 59 MAX / 59 MAX+ will fit inside most Fluke carrying cases
   • The 59 MAX / 59 MAX+ requires no other accessories
	Fluke 59 MAX and 59 MAX+ are backed by a one year warranty.

Order Details	59 MAX	59 MAX+
Open for Orders	October 16th	October 16th
Delivery	Initial is 2 weeks	Initial is 2 weeks
Distributor Discount	Same as current IR thermometers	Same as current IR thermometers
Canadian List Price	$89.95	$99.95
Fluke Model #	59-MAX	59-MAX+
Fluke Oracle #	4393777	4393789
UPC Code	0 95969 69071 3	0 95969 69072 0
Description	FLUKE-59 MAX, IR Thermometer, 8:1 D:S	FLUKE-59 MAX+ ESP,IR Thermometer, 10:1 D:S
Country of Origin	China	China
ECCN	EAR99	EAR99
Harmonize	9025198080	9025198080
WEEE Category	9	9
Dangerous Goods Category	No	No
Product Dimensions (H, W, D)	156 x 80 x 50 mm (6.14 x 3.15 x 2.00 inches)	156 x 80 x 50 mm (6.14 x 3.15 x 2.00 inches)
Packaging Dimensions (H, W, D)	265 x 175 x 55 mm (10.43 x 6.89 x 2.16 inches)	265 x 175 x 55 (10.43 x 6.89 x 2.16 inches)
Product Net Weight	151 g (5.33 oz.)	151 g (5.33 oz.)
Package Net Weight	186.5 g (6.58 oz.)	186.5 g (6.58 oz.)
Battery Type	AA	AA
IEC Designator	LR6	LR6
Cell Mass (g)	22.9	22.9
Rechargeable?	No	No
Dimensions (H, W, D)	50 x 14 x 14 mm (1.97 x .55 x .55 inches)	50 x 14 x 14 mm (1.97 x .55 x .55 inches)
No. of Cells	1	1

Sales Materials	For More Information

• Assets:
  • Date sheet 6000029A
  • E-mail html
  • Catalog
  • Point of Purchase display insert 6000028A (for use in existing POP stands)
• Languages
  • English
  • French
• Location
  • Partner portal
	• Contact your local Fluke representative.