

## IRWIN® STRAIT-LINE® Launches New Chalk Reels

### The Fastest, Toughest, Most Innovative Reels in the Industry

**Huntersville, NC (May 1, 2008)** - IRWIN Industrial Tools®, the company that invented the chalk reel in 1960, launches its new line of chalk reels to the construction industry. Taking cues from professional tradesman, these reels were specifically engineered to make them the fastest, toughest, most innovative reels in the industry. The IRWIN STRAIT-LINE Mach6", the Speed-Line Pro", the Speed-Line" and the Aluminum chalk reels all have re-designed bodies and steel handles with larger center clutches to give Concrete Contractors, Carpenters and Roofers the performance they need.

**The Mach6** chalk reel, with a powerful 6:1 gear system, retrieves line 6x faster than traditional reels. Made of polyester/nylon, the 100' line is 2x more durable than a polyester line; delivering 5 - 6 strikes per pull. Its metal body, enlarged center clutch and high performance line, provide extra strength for unrivaled durability. The Mach6 has added convenient features like the EZ Access Door, Twist Off Cap and Wide-Prong Hook. The EZ Access Door allows the user to remove the back panel of the chalk reel with a phillips head screwdriver for simple spool changes and line cleaning. The Twist off Cap securely seals a wider mouth opening for adding up to 2 oz. of chalk, allowing the chalk to flow easily to the line, letting gravity do its job. The Wide Prong Hook anchors the line securely to the work surface, even when pulling the line at an angle.

**The Speed-Line PRO** chalk reel offers the same durable polyester/nylon 100' line as the Mach6, but with a 3.5:1 gear ratio for a 3.5x faster rewind and a lightweight plastic housing to handle jobsite wear and tear. The steel handle and enlarged center clutch, combined with the Twist Off Cap and Wide Prong Hook make this chalk reel a reliable tool for snapping lines.

**The Speed-Line** chalk reel has a 3.5:1 gear ratio, rewinding the line 3.5x faster than a traditional chalk reel. The lightweight plastic housing can withstand jobsite wear and tear while the 100' polyester line delivers 5 strikes per pull. The re-designed body and durable steel handle, with the enlarged center clutch, are also standard features on the Speed-Line Chalk Reel.

**The Aluminum** chalk reel has a redesigned body casing and handle. It has a traditional 1:1 gear ratio, durable aluminum housing and 100' of polyester line.

Enhancements have also been made to the STRAIT-LINE chalk bottles, making them more streamline to fit in the user's tool pouch. For added convenience, the cap is resealable, eliminating the chance of losing the cap and spilling chalk in the tool box or on the work surface. This squeezable bottle allows air to enter the bottle, helping to move the chalk smoothly into the chalk reel. Available in Dust-Off, Standard, Hi-Visibility, Permanent and Permanent Staining chalks, they can be found in a wide variety of colors for any application or job.

The STRAIT-LINE family of chalk reels and marking chalk are available at home centers, retail hardware stores and industrial construction retailers. The suggested retail price for the Mach6 reel is \$12.99, for the Speed-Line PRO reel is \$9.99, for the Speed-Line reel is \$6.99 and for the Aluminum reel is \$4.99. The STRAIT-LINE marking chalks are available in 4 oz, 8 oz, 2 1/2 lb and 5 lb containers. Depending on the size of the chalk container and permanency of the chalk, the suggested retail prices range from \$1.50 - \$20.00.

IRWIN Industrial Tools includes a broad line of hand tools and power tool accessories including IRWIN® VISE-GRIP® locking tools, MARATHON® saw blades, QUICK-GRIP® clamping tools, SPEEDBOR® flat bits, STRAIT-LINE® marking tools, UNIBIT® step drill bits and HANSON® taps and dies. IRWIN Industrial Tools is a Newell Rubbermaid company.

For more information, call 1-800-GO-IRWIN or visit [www.irwin.com](http://www.irwin.com).

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