

## **IRWIN HANSON Unveils Groundbreaking Innovation with Revolutionary Performance Threading System Redefines Simplicity with Self-Aligning Taps and Dies and Easy-to-Use Drive Tools**

**HUNTERSVILLE, N.C., Sept 01, 2009** - IRWIN(R) HANSON(R), a leading global manufacturer of High Carbon Steel threading tools, today announces the introduction of the Performance Threading System(TM), a revolutionary, and remarkably simple-to-use solution of self-aligning taps and dies, drive tools, and adjustable tap sockets.

IRWIN HANSON has been manufacturing threading tools for more than 100 years, and has proven, time and again, to be a trusted, quality brand. With the launch of the Performance Threading System, IRWIN has again introduced meaningful innovation to this niche category, focusing on three critical features for users: excellent thread quality, improved durability, and ease of use.

IRWIN HANSON's new Self-Aligning Taps make threading a breeze. In the past, just placing a tap in a hole to be threaded was incredibly frustrating - it was difficult to get the tap aligned properly before getting started. With IRWIN's Performance Threading System Self-Aligning Taps, the user simply places the tap in the hole and it aligns itself perfectly, every single time. Plus, every tap features IRWIN's patented Chip Breaking Technology (CBT), ensuring improved durability, and cleaner cuts when threading.

IRWIN HANSON is also introducing self-aligning dies. Previous dies were next to impossible to align on the first try. The added alignment plate on IRWIN's Performance Threading System Self-Aligning Dies takes all of the frustration and guesswork out of threading a rod or stud. Just place the die on the stud, and it easily aligns itself - every single time. Using threading tools has never been this easy.

To thread with taps and dies, you need drive tools. The new IRWIN Performance Threading System Drive Tools include a simple-to-use Die Stock and two Adjustable Tap Sockets. Again, previous drive tools required a lot of steps, time, and frustration, which often resulted in less-than-perfect alignment and poor thread quality. With IRWIN's latest Die Stock, there's no longer a need for set-screws, mini screwdrivers, or multiple steps. The user simply drops the Die into the Die Stock, twists the patented Die Lock Ring, and starts threading. It's that simple.

When working in a tight or hard-to-reach spot, The Performance Threading System Adjustable Tap Socket comes in handy. It fits any 3/8" socket wrench or socket extension, and has a versatile base that works with the Performance Threading System Die Stock or the included t-handle.

Where to keep all these handy new tools? The IRWIN HANSON Performance Threading System includes clever cases. They're available in modular sets of SAE or Metric taps and dies and drive tools, so users can choose only what they need, rather than having to purchase expensive sets that include tools they'll never use. Each set has the tap and die sizes clearly imprinted right into the case, for easier replacement and storage - there's never a doubt where a particular tap or die belongs. The sets have clear lids, so what's inside can be easily seen, or the lids can detach, for those who prefer quicker access. And perhaps best of all, each set is only 1-1/2" thick, so they easily fit into the smallest drawer in a toolbox.

"The launch of our new Performance Threading System was driven by extensive research into user preferences," says Ron Wenzel, Group Product Manager for IRWIN HANSON. "We've literally talked to hundreds of users, and have heard consistent feedback about what's important to them in threading tools. They continually express frustration with how difficult it is to properly align taps and dies with the work piece they need to thread. Thread quality, durability, and ease of use are, by far, the most essential features they look for. Our new Performance Threading System is a very innovative solution that truly exceeds users' demands."


"IRWIN HANSON has always been the leader in high carbon steel taps and dies, so it's only natural that we would provide users with the most meaningful innovation to come to the category in over a century," says Jimmy Uttley, Product Manager for IRWIN HANSON. "We listened. And we delivered. The Performance Threading System offers everything you would expect from IRWIN HANSON, and delivers exactly what consumers demand."

The Performance Threading System is yet another innovation from IRWIN HANSON, the experts in high carbon steel threading tools. The new Performance Threading System is available at select industrial suppliers and mobile tool distributors.

IRWIN Industrial Tools manufactures and distributes a broad line of hand tools and power tool accessories including IRWIN(R) VISE-GRIP(R) pliers and wrenches, MARATHON(R) saw blades, QUICK-GRIP(R) clamping tools, SPEEDBOR(R) wood-boring bits, STRAIT-LINE(R) marking tools, UNIBIT(R) step drill bits and HANSON(R) taps and dies. IRWIN Industrial Tools is a part of Newell Rubbermaid's global portfolio of brands.

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

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