

New Extensive Line of IRWIN Levels and Squares Deliver Accuracy, Durability and Improved Readability To Perform In Any Jobsite Condition

Significant Improvements in the Level Category Take IRWIN to a New Level Without Compromising Accuracy

HUNTERSVILLE, N.C. (November 13, 2011) - In IRWIN® Tools' quest to innovate the levels and squares category, the brand introduces a new comprehensive range of levels loaded with features tradesmen value without compromising the accuracy they demand on the jobsite. The extensive line includes box beam levels, I-beam levels, torpedo levels, and multiple specialty levels for users' unique needs as well as a full range of squares and utility levels for complete category coverage.

The **IRWIN 2500 and 2550 Series box beam levels** have a rugged frame tough enough to ensure accuracy every time. With convenient, time-saving features like Plumb Site® for dual-sided viewing, innovative removable end caps and a continuous edge for scribing, work is completed faster and more accurately. **IRWIN's 2000 and 2050 Series box beam levels** have a slimmer yet amazingly strong box beam profile that also includes Plumb Site® technology and an ingenious retractable end cap design for leveling into corners for accuracy and time-saving benefits. All IRWIN Series levels ending in 50 include convenient magnets for hands-free use.

Leading IRWIN's I-beam offerings, the **IRWIN 1500 and 1550 Series I-beam levels** are constructed of durable aluminum and featuring IRWIN's Dual Chamber design. These levels include the Plumb Site® feature plus MagnaVials™, which are 20 percent larger for easy, accurate readings. IRWIN's 250 magnetic torpedo level leads the torpedo offering and features an integrated slope button for quick and easy drainage leveling. With a heavy-duty cast aluminum body, this new torpedo level can stand up to even the harshest of jobsite conditions, and the Plumb-Site® window allows for dual-sided viewing, making plumb readings easier and more accurate in tight spots.

Bill Craig, Director of Marketing for IRWIN Tools, said, "We dedicated our development efforts to understanding exactly what professionals expect and need from these tools, and we are thrilled to bring such a comprehensive offering to the market. Whatever the leveling task, the new line of IRWIN levels has the right tool for the job."

IRWIN's new specialty level offering provides the best possible solutions to unique leveling needs. **IRWIN's 2500E Series electronic level** has all the same innovative features and benefits of the 2500 Series, with the added benefit of an electronic module that has a back-lit LCD wide-screen display, which makes working with angles and slopes easy and accurate. The **2000L and 2050L Series lighted levels** have vials that can be lit with LED lights with the simple push of a button, providing better readability in low-light conditions such as closets, basements, or when working at dusk.

IRWIN's **1500W Mason's Level** is made of laminated American hardwood and a heavy-duty reinforced aluminum frame for extreme durability and warp-resistance. For extended range leveling beyond eight feet, IRWIN's **Extendable Levels** are constructed of three heavy-duty aluminum I-beam rails that extend up to almost three times the collapsed length, locking securely in infinite settings to meet any extended leveling needs.

Rounding out the new comprehensive level offering, IRWIN has introduced a range of utility levels including the **Line and Pocket Levels**, dual-directional **Cross Check** and multi-directional **Bullseye Levels**, and IRWIN's new Post Level, which has a magnetic strip and rubber strap for convenient and hands-free installation of posts, railings and pipes.

In addition to the powerful line-up of levels, IRWIN also introduced a comprehensive squares line, which includes a variety of versatile tools with easy-to-read measurement scales and durable engineering to meet the demands of the jobsite. IRWIN's rafter and framing squares categories feature **Hi-Contrast Rafter** and **Framing Squares** for easy, accurate readings and enhanced readability when cutting rafters and marking a multitude of angles. The **Combination Squares** with durable cast zinc bodies and precision etched scales provide accurate 90° and 45° readings, and the **T-Bevel** is ideal as a depth gauge and for transferring angles. Rounding out the squares range, IRWIN offers **Carpenter** and **Tri Squares** as well as **T-Squares** to meet any jobsite needs.

IRWIN is also offering creative and flexible merchandising solutions to effectively showcase the new assortment of levels and squares that includes a small and large off-shelf display, counter displays and displays with bolt-ons. In addition, window clings and counter mats will be available to distributors and retailers.

For more information on IRWIN's new comprehensive levels and squares line, visit www.irwin.com.

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About IRWIN Tools

IRWIN Tools manufactures and distributes a broad line of hand tools and power tool accessories including VISE-GRIP® pliers and wrenches, MARATHON® saw blades, QUICK-GRIP® clamping tools, SPEEDBOR® wood drilling bits, STRAIT-LINE® marking tools, UNIBIT® step drill bits, and HANSON® taps and dies. IRWIN Tools is a part of Newell Rubbermaid's global portfolio of leading brands. For more information, call 1-800-GO-IRWIN or visit www.irwin.com. **IRWIN invites the nation to celebrate National Tradesmen Day on Friday, Sept. 21, 2012.**

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