

New IRWIN Marples Woodworking Series Saw Blades Extend 184-Year Heritage of the Trusted Marples Brand

IRWIN's Marples Sub-Brand Now Includes New Circular Saw Blades and Chisels for Fine Woodworking, Finish Carpentry, and General Construction Work

HUNTERSVILLE, N.C. (5/3/12) – IRWIN® Tools, a global manufacturer and distributor of a broad line of professional-grade hand tools and power tool accessories, continues the rich heritage of its Marples® sub-brand by introducing the new **IRWIN Marples Woodworking Series saw blades** and **IRWIN Marples Bevel-Edge Chisel line**. Long known for its quality and precision, the Marples name has been a favorite among fine craftsmen and professional tradesmen since its origin in 1828.

Made in Italy in IRWIN's new state-of-the-art manufacturing facility, the new IRWIN Marples Woodworking Series saw blades are crafted to the highest design standards for precision and accuracy. These laser-cut, thin kerf saw blades feature extra-sharp, oversized carbide teeth for long life and multiple re-sharpenings. Engineered with a heat-resistant, non-stick coating, these blades reduce gumming for cleaner, truer cuts. Designed for a wide range of applications and materials, the new IRWIN Marples Woodworking Series saw blades — available in 10" diameter with 24-, 40-, 50-, 60-, 80- and 84-tooth count, 12" diameter with 40-, 60-, 80-, 96- and 100-tooth count and an 8" Stacked Dado set — are engineered for extended life, flawless finish and ultimate precision cutting.

"The new IRWIN Marples Woodworking Series saw blades continue the rich heritage of the 184-year-old Marples brand and extends our history of saw blade innovation," said Marta Aebischer Director of Product Marketing for IRWIN Tools. "In-depth field testing with professional woodworkers and finish carpenters contributed to the design of these blades. End-users immediately notice the improved cutting performance of the high-quality, oversized carbide teeth and precision-tensioned laser-cut blade body."

Giorgio Pozzo, one of the foremost experts in saw blade manufacturing, will oversee the production of the IRWIN Marples Woodworking Series saw blades in IRWIN's new high-tech manufacturing facility located in Udine, Italy. The facility features some of the world's most advanced saw blade technologies.

"The new IRWIN Marples Woodworking Series saw blades truly live up to the quality and craftsmanship the Marples sub-brand represents and our consumers demand," said Aebischer.

IRWIN Marples Woodworking Series saw blades range in price from \$28.00 to \$100.00 and can be purchased at Lowe's or your favorite local hardware store, lumber yard or online retailer.

IRWIN Marples Chisels Set the Standard for Strength and Ergonomics

Complementing the introduction of its new fine woodworking saw blade series, IRWIN is also introducing **three new Marples bevel edge chisel lines** that extend the brand's best-in-class reputation for quality, design and ergonomics. IRWIN's in-depth consumer research identified that while all chisel users require the same sharp edge and high-quality hardened steel blade, there are three distinct user groups including fine woodworking, construction and high-impact. IRWIN now offers a full range of chisels specifically engineered for each user. From precision and finesse, to strength and durability, Marples chisels are the "gold standard" for the world's finest craftsmen.

For the woodworker who requires precision for finishing dovetail joints, the new **Woodworking Chisel** features a 100 CRV blade, hardened to 58-61 HRC for improved sharpness and edge retention. Designed to be used with a wooden mallet or the palm of the hand for traditional fine woodworking applications, this bevel edge chisel is structured with a slim, ergonomic handle for added control, precision and comfort. The Woodworking Chisels are offered in 1/8", 1/4", 3/8", 1/2", 5/8", 3/4", 1", 1 1/4", 1-1/2" and 2" sizes and are sold in 3-piece, 4-piece and 6-piece wooden box sets.

The new **Construction Chisel** is an all-purpose bevel edge chisel that also features an upgraded hardened and tempered blade to make jobs like carving out a recess for a hinge or strike plate easy and accurate. With its ProTouch™ grip, the Construction Chisel is comfortable to hold and its oversized steel strike cap can withstand repetitive hammer strikes. The Construction Chisels are available in 1/4", 3/8", 1/2", 5/8" 3/4", 1", 1-1/4", 1 1/2" and 2" sizes, a 3-piece and 4-piece set.

For the most rigorous and demanding jobs, IRWIN's new **High-Impact Chisel** features a fully-forged steel core for unbeatable durability and strength while still providing the same high quality cutting performance. With an extra-large steel strike cap to withstand hammer pounding at multiple angles and a ProTouch™ over-mold grip for added ergonomic comfort, the High-Impact Chisel is constructed with a split proof acetate handle for reinforced handle toughness. Available in 1/4", 1/2", 3/4", 1", 1-1/4", 1-1/2" and 2" short blade sizes, the High-Impact Chisels are ideal for builders and remodelers. The High-Impact Chisel is also available in 3-piece and 5-piece sets.

"Woodshop and jobsite tradesmen, alike, will immediately notice the longer life and enhanced sharpening finesse these chisels offer," adds Aebischer. "IRWIN Marples has tailored the chisels' handle designs to satisfy woodworkers' exacting demands —

the degree of quality and precision that tradesmen expect from the Marples brand."

IRWIN Marples Chisels are available on Amazon.com, and at Menards or your local hardware store. The Woodworking Chisels retail for \$8.99-\$71.49, the Construction Chisels retail for \$9.99-\$69.85, and the High Impact Chisels for \$11.29-\$79.99.

For details about IRWIN's Marples woodworking saw blades and chisels, please 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, MARPLES® fine woodworking tools, 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**.

Additional assets available online:  [Photos \(4\)](#)

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