

IRWIN's Multi-Material Drill Bits Save Tradesmen Time and Energy on the Jobsite Versatile Bits Drill through a Variety of Materials at the Same Time

HUNTERSVILLE, N.C. [Jan. 8, 2013] — Toting around different types of bits for different drilling tasks can be cumbersome, so every professional tradesman needs a single bit that's capable of drilling through multiple types of materials.

IRWIN® Tools today announces the introduction of a full line of multi-material drill bits. IRWIN Multi-Material drill bits will drill through just about any type of material out there, including brick, block, tile, metal, wood, laminate, plastic, and marble — they'll even drill through multiple materials at the same time. They have a unique diamond-ground, four-facet carbide tip with super-sharp cutting edges that guarantee centered starts with no walking, fast drilling, and excellent hole quality. The versatile bits have a double-milled flute that removes dust and debris quickly and efficiently, which not only increases drilling speed (with no clogging), but results in longer bit life as well. These bits are built tough for hammer drilling, but recommended for use in rotary mode.

IRWIN Multi-Material Drill Bits

"For more than 125 years, IRWIN has been engineering and manufacturing all types of drill bits," said Jon Schlosser, Director of Marketing for IRWIN Tools. "We literally talk to hundreds of professional tradesmen each year, simply to learn what's most important to them on the jobsite. They repeatedly express frustration with having to carry around multiple types of drill bits, and switch out bits depending on a particular material they need to drill into at any given time. It's time consuming and discouraging."

"With IRWIN's new multi-material bits, tradesmen can drill through all sorts of materials with a single bit," Schlosser continued. "These bits even drill through multiple materials at the same time. For instance, when drilling through a tile floor, there's more than just the tile. There's also a backer board and a sub-floor or concrete slab. With a kitchen backsplash, there's tile, backer board, drywall, and possibly a wood stud. These bits will drill right through every layer of building materials. There isn't a skilled tradesman on the planet who won't appreciate having these bits in his toolbox."

IRWIN Multi-Material drill bits are compatible with all standard 1/2" and 3/8" chuck drills. They are available in 3- to 5-inch jobber lengths and 16-inch extended length, with diameters ranging from 1/8 to 1/2 inches. They can be found at home centers, hardware stores, and construction and industrial tool distributors throughout the U.S. and Canada. The suggested retail price ranges from \$3.99 to \$20.99, depending on length and diameter.

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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. 20, 2013**.

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