

IRWIN's New Impact Performance Series Line is Custom-Engineered for Impact Drills and Drivers

Phase 1 Launch of IRWIN's New Line Includes Screwdriving Bits, Nutsetters, Socket Adapters, and Bit Holders

HUNTERSVILLE, N.C. [April 26, 2013] — As professional tradesmen continually seek power tool accessories that stand up on the toughest jobsites and help them do their jobs better, faster, or easier, IRWIN Tools announces the introduction of the **Impact Performance Series™** line of screwdriving bits, nutsetters, socket adapters, and bit holders. While most accessories currently marketed for use in impact drills and drivers are compatible with impact power tools, IRWIN's new line of Impact Performance Series accessories is engineered specifically for use in impact tools. The launch is the **first phase** of the introduction of a comprehensive line of accessories designed for use in impact drills and drivers.

Impact Performance Series Screwdriving/Fastener Drive Bits

While most screwdriving bits are simply compatible with impact drills and drivers, IRWIN's Impact Performance Series fastener drive bits are engineered for maximum durability and long life with impact tools. They're available in Phillips®, square recess, Torx®, and tamper-resistant Torx® bits. The bits are forged rather than milled, so they fit fasteners more precisely, which reduces stripping and increases the life of the bit itself – IRWIN's Impact Performance Series bits have **three times longer** life than standard insert or power bits. They're manufactured with heavy-duty, cold-forged, high-grade steel that withstands extremely high torque output, and have a black oxide finish that resists corrosion and substantially increases the life of the bit.

Impact Performance Series Lobular Nutsetters

IRWIN Impact Performance Series nutsetters are built for maximum durability, performance, and long life with impact tools. They are designed to drive the fastener from the side, rather than forcing the corners to turn, maintaining the shape of the fastener and dramatically reducing breakage and damage from stripping. The lobular design provides more clearance on the corners of the fastener where paint build-up often occurs. They are available with or without extremely powerful rare earth magnets that hold fasteners securely in place. They have a black oxide finish that resists corrosion and increases the life of the nutsetter.

Impact Performance Series Bit Holders

IRWIN Impact Performance Series insert bit holders have a c-ring design with an external clip that fits into the retaining ring notch of the insert bit, as well as a powerful rare earth magnet that's four times stronger than standard magnets – both of which hold bits securely in place. They have a black oxide finish that resists corrosion and increases the life of the bit holder.

Impact Performance Series Socket Adapters

IRWIN's new Impact Performance Series socket adapters also are engineered for maximum durability and long life with impact tools. They are available with a ball-lock retention design for applications when quick-change is ideal. The body of the socket is forged for additional strength, and they have a black oxide finish that resists corrosion and increases the life of the tool.

"While cordless impact drivers have been in the market for quite a while, they've gotten a lot better in recent years, and are now relevant for many more types of applications," said Jon Schlosser, Director of Marketing for IRWIN Tools. "Research indicates that professional tradesmen are rapidly shifting to impact technology, with the use of impact drivers increasing dramatically over the past five years. In fact, tradesmen are using impact drivers almost daily, and 30 percent of their time is spent using an impact tool versus rotary or other types of drills or drivers. Most accessories currently marketed for impact use are only compatible with impact drivers, but IRWIN's new line of Impact Performance Series accessories are built and engineered for optimal performance with impact tools. This first phase of our launch is really only the beginning – as we anticipate continued enhancements to the performance of impact drivers themselves, such as new motor or battery technologies, we're focused on building our Impact Performance Series line to include all types of accessories for impact drivers."

IRWIN's entire line of Impact Performance Series screwdriving bits, nutsetters, socket adapters, and bit holders has a 1/4" quick-change shank that's designed to work with all types of impact drivers and rotary drills.

IRWIN's Impact Performance Series accessories can be found at home centers, hardware stores, and construction and industrial tool suppliers throughout the U.S. and Canada. They can be purchased as singles, in bulk, or as sets. The suggested retail price for screwdriving bits ranges from \$0.99 to \$5.99, nutsetters from \$3.49 to \$9.99, socket adapters from \$3.49 to \$5.99, and bit holders from \$3.99 to \$6.99. Multiple set configurations are available, with prices ranging from \$9.99 to \$39.99.

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About IRWIN Tools

IRWIN Tools manufactures and distributes a broad line of hand tools and power tool accessories under the IRWIN® brand 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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