

IRWIN Tools Launches Phase II of Impact Performance Series

Brand Now Offers the Broadest Line of Impact Accessories in the Market

HUNTERSVILLE, N.C. [July 30, 2014] - - With more than 90 percent of tradesmen using impact drivers on a daily or weekly basis*, IRWIN® Tools is introducing the second phase of its **Impact Performance Series™** portfolio of impact driver accessories, completing the widest range of drilling, driving and extracting accessories available in the market. While some accessories currently marketed for use in impact drivers are only compatible with impact power tools, IRWIN's impact accessories are engineered specifically for use in impact tools. Featuring **Double-Ended Power Bits, a Tapcon® Installation System, BOLT-GRIP® and SCREW-GRIP™** Extractors, IRWIN's line of innovative new tools are enabling tradesmen to do more with their impact drivers than ever before.

"The second phase of the Impact Performance Series expands our initial offering which was originally focused on the fastener drive category only. IRWIN's expansion into impact designed double-ended power bits, drilling, extracting, and adapters and extensions categories provides the right impact accessory for nearly all impact driver applications. By eliminating the need for multiple tools and transition time, our accessories allow tradesmen to work more efficiently and productively on their jobs," Jon Schlosser, director of marketing, IRWIN said.

With nearly 80 percent of users fastening with their impact drivers, IRWIN's **Double-Ended Power Bits** offer an improved driving functionality and the convenience of having two tips in one bit, eliminating the time spent searching for a replacement bit between applications. These bits feature IRWIN's exclusive **DoubleLok Technology™** which securely locks both ends of the bit into impact drivers and quick-change chucks. The bits' precision tip geometry fits fasteners more precisely, reducing stripping and cam-out and providing longer bit life. IRWIN's single and double-ended power bits are also compatible with the new **Magnetic Screw-Hold Attachment**, designed exclusively for the IRWIN Impact line. With a rare earth magnet that is four times more powerful than a standard magnet, the low profile collar connects securely to hold fasteners so there is less slipping and wobbling.

This launch also introduces IRWIN's **Tapcon® Installation System****. Compatible with standard drill/drivers, but especially designed for use with impact drivers, this system combines a bit and drill/drive sleeve to make Tapcon installation faster and easier. The one-piece construction bit features a built-in hex collar stop for drilling the perfect hole depth for both Tapcon and other masonry screws, allowing users to drill precise pilot holes every time. Designed with three different lengths, these bits match up with all standard Tapcon screw diameters and lengths and the Drill/Drive Installation Sleeve makes the installation process easier. The sleeve slides over and locks on to the drill bit's hex collar and accepts standard or impact 1/4" hex shank fastener drive bits for driving screws and completing the job. The drive sleeve is dually compatible with all IRWIN Tapcon bits, as well as standard SDS hex drive bits.

The IRWIN **BOLT-GRIP® Impact Performance Series Extractors** feature patented reverse spiral flutes, engineered to provide maximum gripping power to remove broken, damaged, or rusted nuts, bolts, and screws. Manufactured with high carbon steel for improved durability, the extractors have a universal lobular design that fits all types of fasteners. While built specifically for impact tools, these extractors are easily adaptable to work with rotary drills and drivers. Storage for the BOLT-GRIP Extractors are available in a **Rail Set**, with rare earth magnets for secure attachment to work and storage surfaces and a non-mar foam backing to protect against scratches and dents; a **Pro Set Case** or a **Drawer Set**, both made of durable molded ABS resin and featuring a compact design for convenient storage in drawers and tool cabinets.

The new **SCREW-GRIP™ Impact Performance Series Extractors** with DoubleLok Technology, which enables both ends of the bit to lock into impact drivers and quick-change chucks, are designed to easily remove damaged screws and small bolts with a single bit in three steps: drill, flip bit, and extract. The drill end is designed to start fast with minimal walking and the tip of the extractor end is serrated for increased torque to remove even the toughest screws and smaller bolts. Made from M2 high-speed steel, these extractors are extra-hardened for longer life with impact drivers.

The launch also includes a redesign of the phase one fastener drive program. All Impact Performance Series **Single-Ended Power Bits** and **Insert Bits** now feature precision tip geometry which fits fasteners more precisely, providing longer bit life and reduced stripping and cam-out. Additional fastener driving impact accessories available in IRWIN's Impact Performance Series are **Bit Holders, Magnetic Nutsetters** and **Deep Well Sockets**. In addition to Tapcon installation, in the impact drilling category, IRWIN offers **Masonry Bits** and **Metal Bits. TURBOMAX® Drill Bits**, part of the metal bit offering, have an exclusive tip that minimizes walking and delivers ten times faster starts than 118 degree point drill bits. The Impact Performance Series also offers a full line of Adapters and Extensions, so accessories can be used with any type of drill or driver. The Adapters and Extension range includes **Quick-Change Extensions, Square to Hex Quick-Change Adapters, Keyless Chuck Adapters, Hex to Square Socket Adapters, Square Drive Socket Extensions, Socket Reducers** and a **Right Angle Drill/Drive Tool**.

The IRWIN Impact Performance Series is now available 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 prices for Impact accessories range from \$1.99 to \$22.99. Multiple set configurations are available, with prices ranging from \$6.99 to \$199.99.

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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 **Sept. 19, 2014**.

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