

New IRWIN VISE-GRIP Cutting Pliers Deliver Twice the Power with Half the Effort

Premium Hand Tool Brand Releases Latest Pliers Innovations Featuring Best-in-Class Cutting Power and Ergonomics

HUNTERSVILLE, N.C. [Sept 9, 2014] – IRWIN® Tools, a leading manufacturer of hand tools and power tool accessories, has expanded the VISE-GRIP® category with a variety of new cutting pliers that provide superior comfort, durability and cutting power. The new line features Max Leverage Diagonal Cutting Pliers and End Cutting Pliers, which are equipped with PowerSlot Technology, for twice the cutting power and half the effort¹, and the ErgoMulti Long Nose Pliers, which are designed with an angled head for reduced wrist strain. The complete range of new products also includes Lineman's Pliers, Long Nose Pliers, Bent Nose Pliers and a patented Performance Lanyard system.

"After inventing the first-ever locking pliers more than 90 years ago, IRWIN Tools continues to push the evolution of pliers technology, enabling tradesmen to do more with greater ease," said Marta Aebischer, Director of Brand Marketing, IRWIN Tools. "Innovations like PowerSlot Technology and 3-Zone Comfort Grips deliver dramatic performance advantages so that users can get the job done faster and easier."

Providing greater power and durability, all IRWIN VISE-GRIP cutting pliers feature induction-hardened cutting edges durable enough to cut ACSR, nails, screws and even piano wire. The pliers are specially coated for superior rust resistance and longer life and feature the IRWIN Lifetime Guarantee. In addition to providing superior performance, all IRWIN VISE-GRIP cutting pliers feature industry-leading 3-Zone Comfort Grips, with three molded layers in the handle for enhanced comfort. The new VISE-GRIP line is specially engineered for trade professionals in the construction, maintenance and repair, electrician and HVAC/R industries.

Two of the new releases, **Max Leverage Diagonal Cutting Pliers** and End Cutting Pliers, feature exclusive PowerSlot Technology, for twice the cutting power with half the effort¹. In professional field testing, 86 percent of participants rated IRWIN VISE-GRIP cutting pliers with PowerSlot Technology higher in overall performance than their current pliers². PowerSlot Technology is available in 7" and 8" Max Leverage Diagonal Cutting Pliers and 8" Max Leverage End Cutting Pliers.

The **ErgoMulti Long Nose Pliers** are engineered with a 62° ergonomic head, for a more natural feel that reduces wrist strain and the risk of repetitive stress injuries (RSIs), which cost employers \$2 billion annually³, according to Liberty Mutual Research Institute for Safety. The 62° angled head, 3-Zone Comfort Grips and contoured handle provide optimal cushion and control, helping to reduce RSIs and allowing the user to work more comfortably. The ErgoMulti Long Nose Pliers feature built-in wire strippers for added versatility.

The **Lineman's Pliers** are available in three models, including one designed for pulling fish tape and another capable of crimping non-insulated connectors and pulling fish tape. These added features enable users to complete more tasks with fewer tools, and the cross-hatch knurls and built-in spanner allow for superior gripping and twisting of screws, nuts and grounding rods. Rounding out the line, the **Bent Nose Pliers** and **Long Nose Pliers**, provide comfort and durability for construction, maintenance and repair, electrician, plumbing, HVAC/R and automotive users.

The new IRWIN VISE-GRIP Cutting Pliers are designed to attach to the **IRWIN Performance Lanyard System** with integrated handle hooks. This exclusive lanyard system helps prevent accidental drops when working in elevated conditions. The integrated hooks also provide easy retrieval when stored in a pouch or pocket.

The new IRWIN VISE-GRIP cutting pliers will be available September 14, 2014 at home centers, hardware stores, and construction and industrial tool suppliers throughout the U.S. and Canada. Suggested retail prices range from \$27 to \$55.

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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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