

## IRWIN Introduces STRAIT-LINE Chalk & Reel Range with Next Generation Innovations

### New Features Increase Speed, Durability and Ease-of-Use

**HUNTERSVILLE, N.C. [October 13, 2015]** – IRWIN Tools, who has manufactured chalk reels designed with the end-user in mind for more than 50 years, today announces new advancements to its STRAIT-LINE® Chalk & Reel line. The new innovations include larger chalk reel openings for increased speed and visibility, best-in-class line strength for fewer breaks, and enhanced usability and ergonomics. Along with the updated product range, IRWIN is introducing a new chalk reel, the **LayoutPro™**, as part of an expanded large capacity chalk reel offering.

“Our new STRAIT-LINE range combines the speed, durability and accuracy our users expect from our Chalk & Reel line,” said Lisa Hunter, senior manager at IRWIN. “For more than 50 years, IRWIN STRAIT-LINE has been the trusted brand in marking tools, and this next generation continues this heritage with innovations that let professionals be more productive on the job.”

The new Easy Fill & Lock Top innovation is a large, 1/4-turn locking top available on the **MACH6™** and the **Speedline™ PRO** chalk reels. This feature provides a wide opening for convenience when filling the reel or accessing internals and locks securely to prevent spills. The wide openings give added visibility into the reels, reducing user frustration and downtime by providing faster line priming while minimizing overfilling – a primary cause of reel jams. The improved internal access allows users to access the spool to work out line tangles or retrieve broken lines without taking the reel apart. The MACH6 also has an open access back panel for quick line changes and cleaning. Both reels feature hi-tensile lines that are 2.5 times stronger than traditional lines for fewer breaks, a robust steel handle and large center clutch for increased durability and torque, as well as a wide prong hook to provide secure anchoring. The aluminum bodied MACH6 has a 6:1 gear ratio, making it 6X faster than traditional chalk reels and is powered by a heavy-duty metal drive gear. The Speedline PRO has lightweight ABS housing with a metal faceplate that protects a 3:1 gear ratio, making it 3X faster than traditional chalk reels when winding.

The **Speedline** and **Classic** reels also feature larger chalk reel openings with a 70 percent larger door than the previous IRWIN models. Both reels provide 100' of abrasion-resistant polyester line that delivers up to six strikes per pull, and have large center hubs for increased durability, strength and torque. The Speedline reel is 3X faster than traditional chalk reels and housed in lightweight ABS, while the Classic is a durable jobsite option with its tough aluminum housing for impact resistance.

Manufactured for laying out long lines on larger sites, the new LayoutPro and LayoutPro XL chalk reels feature large sliding chalk fill doors and a durable ABS base design optimized for improved chalk fill. The Layout PRO has 10oz. chalk capacity and 100' of line, and the larger LayoutPro XL, has a 20oz. capacity for fewer refills and 150' of line. Both reels have 2:1 gear ratios and rewind line 2X faster than traditional chalk reels, as well as a soft-touch and ergonomic grip for comfort and control when snapping lines. Furthermore, the heavy-duty braided line resists fraying and breaking over long distances for reduced downtime when working on rough surfaces.

The new IRWIN STRAIT-LINE Chalk Reel line will be available starting in October 2015 at home centers, hardware stores, and construction and industrial tool suppliers throughout the U.S. and Canada. Suggested retail prices range from \$4.99 to \$29.99.

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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](http://www.irwin.com). IRWIN invites the nation to celebrate **National Tradesmen Day**, on **Sept. 16, 2016**.

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