



The magazine for decision-makers

How do you recognise quality brands?

- ▶ Globally recognised innovation
- ▶ Optimal functionality
- ▶ Superb reliability and on-the-job safety
- ▶ Excellent price/performance ratio
- ▶ Numerous national and international patents and awards



Tension is mounting



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Is time flying by?

When it comes to the International Hardware Fair, this is not true. The previous tool industry trade fair in Cologne was two years ago – and it already seems like half a life-time away to the four Qfaktor partners KNIPEX, PARAT, STABILA and WERA. Two years in which the partners developed major innovations in tools which deserved a spectacular launch at the exhibition. It is therefore hardly surprising that tension among the four quality tool-makers is rising as the exhibition approaches. As the Cologne fair is held only every second year, it is only right that 2008 should represent a real high-point in its visitors' business life.

■ **Ralf Putsch, KNIPEX:** “We are looking forward to the Cologne fair which is the most important place to meet our customers and distribution partners from across the world.”

■ **Dirk Domkowski, PARAT:** “At last the International Hardware Fair is here again. We are looking forward to seeing you in Cologne. Always ready PARAT!”

■ **Jürgen Henschel, STABILA:** “We exhibit at the Cologne fair because we can meet our customers from all over the world there.”

■ **Detlef Seyfarth, Wera:** “Cologne is by far the key exhibition for the tool industry. For us it is the ideal platform to launch new products and for in-depth discussions with customers.”

But in spite of the eager anticipation surrounding the fair, there is a cloud on the horizon which is dampening the Qfaktor partners' commitment. KNIPEX, PARAT, STABILA and WERA are less than enthusiastic about the opening of Hall 7 to the general public. The International Hardware Fair should remain what it always was – a trade fair at which manufacturers and the trade build and maintain long-term business relationships. The four Qfaktor partners therefore prefer to invest all their efforts at the 2008 fair in meeting the trade.

KNIPEX, PARAT, STABILA and WERA welcome you to Cologne.



Quality has its price

Dear reader, two years ago we used this column to welcome readers to the first edition of Qfaktor. You are now reading the seventh edition – and as a result of the International Hardware Fair it contains 16 pages. Qfaktor is also appearing this time in English in recognition of the ever-increasing international interest in our “magazine for decision-makers”.

Highlighting the quality advantages. The name of our magazine is the abbreviation of “Quality Factor”. The intention of the four German tool manufacturers KNIPEX, PARAT, STABILA and WERA is to use their jointly published magazine to provide specialist wholesalers and retailers with arguments on quality so that they can successfully advise their customers and safeguard their position in the future. This is most successful if the quality advantage is highlighted directly on the tool. Qfaktor is therefore also a means of keeping you absolutely up to date on new products and company news – directly from the companies themselves.

Quality is a valuable promise. Companies offering a quality product are, in a way, giving their word of honour about the function, durability and value-retention of their products.

And every customer knows that quality has its price. In spite of this, many people allow money to be stolen from their pockets by the siren call of “really cheap quality”. The only way to combat this is to use convincing arguments. Qfaktor will provide you with these several times per year.

Quality is the best deal for everybody. KNIPEX, PARAT, STABILA and WERA are companies with a tradition going back very many years. They owe their existence largely to their rock-solid commitment to quality. It was only by adopting this creed that they were able to become the industry leaders with a reputation for innovation. Their success on world markets shows that an ever-increasing number of people are conscious that good work needs good tools. Quality pays for itself sooner than you think. Visit our stands to discover how real quality feels and what it can do for you. Welcome to our stands.



Dr. Wolfgang Schäfer, General Manager of STABILA GmbH, on behalf of KNIPEX, PARAT, STABILA and WERA.

Production location Germany: better instead of cheaper



Over 800 employees work at KNIPEX in Wuppertal on approximately 40,000 m² of factory space.

“Stinginess is cool” a cheap purchase is a good purchase. However, this attitude is losing ground; consumers now realise that they have to pay a bit more if they want good quality –



and they are prepared to do so. The ability to supply top quality requires specific expertise in all processes of development and manufacturing. At KNIPEX all production steps – from forging and machining to surface finishing and heat treatment – are done on modern manufacturing machinery “under one roof” in Wuppertal. This complete value creation in one location means that KNIPEX can have a direct influence on all product characteristics and accordingly offer its customers and users the highest level of quality and reliability.

Type 82 S A new professional-quality spirit level from STABILA for bricklayers and concrete workers.

■ Extra-strong aluminium pressure-cast profile with two milled measuring surfaces. ■ Easy to clean thanks to its special coating and off-set vertical vials. ■ Depending on the length, one or two hand holes for a better grip. ■ **Special measuring function:** a scale with 1 centimetre increments is incorporated into both sides of the profile before painting and coating. A good idea as it means bricklayers and concrete workers do not have to keep reaching for their ruler.



1 Two milled measuring surfaces for easy use in every situation. 2 Securely cast-in vials. The STABILA patent makes recalibration superfluous. 3 Measuring accuracy in the normal position ± 0.029° = 0.5 mm/m. 4 Abrasion-proof scale with measurements displayed in cm. 5 Large hand holes – easy handling.



New twice over: the LAR 250 rotation laser with 8 functions + the REC 300 digital receiver with a directly readable reference deviation

The REC 300 digital receiver

The LAR 250 rotation laser

Inclination mode

Vertical levelling

For major projects. For the everyday grind. For fitting-out, dry walling, superstructure work, masonry work, concreting and concrete formwork.

Innovation in digital receivers: the deviation from the reference can be read directly in the display!

350 metre working range, 8 laser functions and extremely robust – this combination of capabilities makes demanding craftsmen sit up and pay attention. Work over long distances is faster. If 8 laser functions are available, you can use time and money-saving laser technology for many jobs. A particularly robust instrument is a particularly good investment.

Features of the REC 300 digital receiver:

- Water and dust-proof to IP 65.
- Machine compatible.
- The deviation from the reference can be read directly as a mm or inch figure in the display: arguably the fastest height correction without moving the leveling rod.
- 8 cm high receiving area.
- Two displays: front and back.
- Water and dust-proof to IP 67.

Extremely robust

1. Drop test

2. Water test

3. Heat test

4. Dust test

Features of the LAR 250 self-levelling rotation laser:

- 8 laser functions: point, point with 90°, horizontal line, vertical line, plumb-line, horizontal rotation, vertical rotation, inclination function.
- Extremely robust thanks to the STABILA Protector System, patent pending.
- 350 m working range.

Best in Metal-Award for Kraftform Fluid



Each year, the Metal Packaging Manufacturing Association awards new products – that use metal – to companies across all branches.

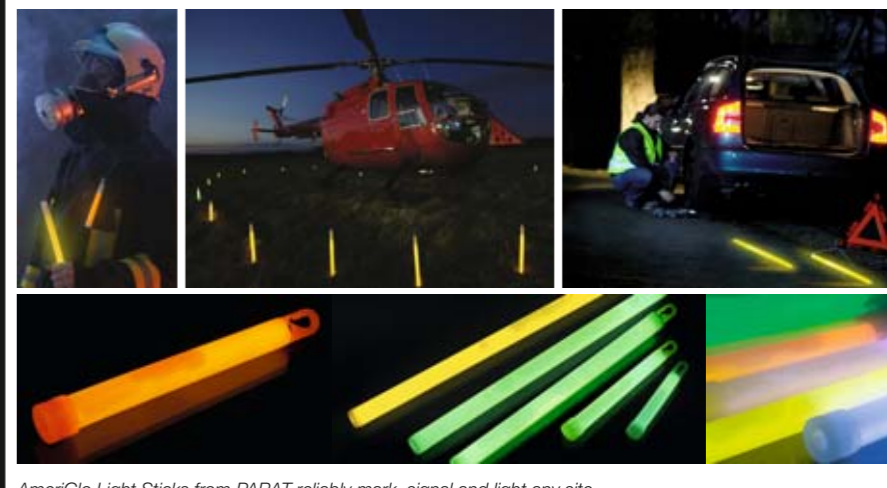
On 16th November 2007 Wera received this prestigious award. Wera is winner of the Gold Medal in the category “New Products”.

Wera has developed its **Kraftform Fluid** product family in a way that the typical **Wera Kraftform handle** can be recognized at once. This challenge has been addressed so that the Wera products significantly differ from all competitive products which has been acknowledged and rewarded by the jury. The award was presented in the ancient Drapers’ Hall in London.

Light Sticks

The AmeriGlo Light Stick series is also new to the PARAT range. **These Light Sticks, which can be activated in seconds by bending, snapping and shaking, develop a very bright light.** The Light Sticks are in accordance with military and industrial standards and form part of a wide range of emergency kits used by fire services, the police and industry. They are ideal for marking, signalling and lighting. As they do not produce any sparks or flames, the police, rescue and emergency services use Light Sticks

mainly at accident scenes where unknown chemicals, inflammable gases or fluids have escaped. **Light Sticks are maintenance-free, they do not depend on the weather and do not need batteries, lamps or a power supply.** They produce light in a 360° field and are visible at distances of up to 1.6 km. Depending on the model, the duration of illumination varies from five minutes to twelve hours.



AmeriGlo Light Sticks from PARAT reliably mark, signal and light any site.

New general catalogue 2008/2009

The general catalogue, which appears punctually every two years for the International Hardware Fair in Cologne, is one of PARAT’s key marketing tools. The 2008/9 catalogue features more new and revised products and product groups than ever before. It demonstrates the wide product portfolio and confirms that PARAT has a professional

solution for almost every user or application. The previous special catalogues for lights and waterproof special cases and two entirely new product groups have been integrated into the general catalogue and the new 2008/9 price list. This makes the handling of the PARAT product range considerably easier for dealers.



The general catalogue 2008/9.

Bestsellers now available as roller cases



Over the past few years, growth rates for roller tool cases have reached 35 to 40 percent per year, far above average growth. Prospects for roller tool cases are definitely bright. This trend is sure to continue as the trolley system makes work easier for the user.

Back problems are one of the main reasons for absence caused by illness among field service technicians. With roller cases, the health problems caused by carrying heavy tool cases can be avoided or at least significantly reduced. A single day of absence on the part

of a service technician can be more expensive for the employer than the additional cost of a professional roller system. The new roller cases are not only more convenient but also pay their way fast.



The new trolley system provides even the compact Classic cases with rollers. The 4-section telescope is installed harmoniously on the outside of the case.

To date, PARAT has mainly offered roller solutions for the large cases (inside dimensions about 470x210x360 or 575x220x425 mm). This certainly made sense because these large cases are normally used for heavier loads. The most popular case size (inside dimensions approx. 460x190x310 mm) was not available with rollers. However, fully loaded with tools, these cases can easily weigh between 15 and 18 kilograms.

In view of their compact size, it is difficult to integrate a professional trolley system in a case of this type without reducing the space available inside the case. **This is why PARAT has developed a new connection for the trolley.** The trolley is now installed on the outside of the case. The problem was to design the connection in such a way that it would be durable and harmonize with the case. After all, the telescopic handle must not be an obstacle, catching on surrounding equipment or breaking off, as in the case of low-cost trolleys. A sturdy telescopic handle is also essential as tool cases are often used 220 to 240 days per year and not only for two or three days, as with a suitcase.

Another problem for the developers at PARAT was the height of the telescopic handle. The case was to be rolled along its long side to ensure that the tools reliably remained in their compartments. In view of the small size of the case, it was therefore necessary to develop a four-section telescopic handle. The handle is installed in a special sleeve to allow movement and an overall length of at least 95 centimetres. This height is essential for easy use. If the handle is too short, you are always pulling the case against your own heels. In the case of low-cost solutions, the case is often rolled along the narrow side. This means that the length required can easily be reached with a three-section telescope.

The drawback is that the technician needs to position the case on its long side to open it and to sort about half the tools back into their compartments each time the trolley is used. This is not an acceptable solution for professional users.

The new Classic roller case is being presented for the first time at the International Hardware Fair 2008 in Cologne and will be available from June. **PARAT is launching the case with a special campaign.** You will find details of the campaign at the PARAT stand.



PARAT



PARAT – Made in Germany

Since autumn 2007, PARAT has marked its cases "made in Germany". The decision was taken in response to queries from customers and incorrect information on the origin of PARAT tool cases given by competitors. **PARAT produces all its tool cases at Neureichenau in Bavaria.**



In future, PARAT tool cases will be marked "made in Germany".

"PARAPRO" The new case series

For some time now, PARAT has been offering cases featuring special technical properties. To date, these cases have only been made to order



for special customers and have not been included in the general catalogue. However, as sales of these cases were growing steadily and they were more and more frequently sold by conventional case dealers, especially in combination with milled PARAT foam internals, **the series has now been completely revised** and included in the general 2008/9 catalogue. The cases are made from thick polypropylene, are virtually **indestructible** and are even sturdier than the standard cases, which are already suitable for air travel. In

addition, all special cases are **100 percent waterproof and airtight** and therefore protect the contents against all harmful effects from the environment. **They fully comply with NATO military specifications.** If excess pressure or vacuum develops in the case following long storage or as a result of temperature changes, this can be released at any time using a valve. The cases are available empty (without internals) or with foam inserts. PARAT also offers cases meeting customers' special

requirements to order (for example, cases with milled foam). **Eight different sizes** of black cases are available from stock with immediate effect. Other sizes and colours can be supplied to order; the delivery time is normally between six and eight weeks. The special cases are so designed that cases of the same size can be stacked without slipping. The larger sizes are fitted with rollers for easier handling without causing any back problems.



Safety lights – a new product line from PARAT

In spring 2008, PARAT is launching its new **"PARAT X treme"** safety light range. Users mainly include fire services, police forces, industry and the armed forces. The first model in the series will be a safety light powered by 4 AA/Mignon batteries designed for **use in potentially explosive atmospheres** (gas/zone 1 or dust) in accordance with the latest standards. These PARAT lamps also

feature a number of benefits compared with all previous and comparable products. Firstly, two types of lamp (Xenon and LED) can be used in the same lamp without losing ATEX certification.

Secondly, the lamps are **considerably brighter (Xenon 80 Lumen, LED 60 Lumen)** than comparable lamps, which have 40 Lumen on average. These safety

work lights also boast good ergonomics, attractive design and high-grade materials. For example, the push button switch is not damaged or destroyed by contact with oil. In addition the lamp is designed to fit all the helmet mounts normally used.



Show party



The PARAT team invites its business partners, dealers and exhibitors to its traditional "summit party" on **Monday, 10th March 2008 from 6 p. m.** in Hall 10.1, J/K 56/57. You can be sure of an interesting program and there will be no shortage of refreshments. Apart from kölsch beer and long drinks (also non-alcoholic), coffee specialities will also be on offer from a special coffee stand.

40th anniversary Kraftform



The acclaimed Kraftform handle already celebrates its **40th anniversary**. In 1968 the Wera product development has designed this handle **together with the Fraunhofer institute**. The basic design principle is still right for today: The human hand determines the shape of the handle. The large diameter fills the palm and facilitates high torque transfer. The wide grooves provide optimal contact zones for the muscles. The hand is protected through the overall rounding of the handle. **Happy Birthday!**

Belt bags for active tradesmen

Belt bags are ideal for working on ladders or scaffolding. All the tools, screws and nails needed are within easy reach and you still have one or both hands free. PARAT has decided to offer these product groups to the tools trade to improve its service. **The range consists of eight models.** Five products are

made from high-grade grey and black polyester and three from black leather. The new range includes popular products such as the single and double **belt bag**, the classical **nail and knife bag** and a **hammer holder**. A **wallet** and a **mobile phone bag** complete the range.



With the new PARAT belt bags, people working on ladders or scaffolding always have their tools within easy reach.

The successor of the super-selling WM 2006



European Championship Ruler 2008

Limited Edition



European Soccer Championship kicks off on June 7th. Enthusiasm is rising to fever pitch amongst soccer fans and, with it, the demand for associated merchandise. Clever distributors are therefore already ordering the limited-edition European Championship ruler which will generate a **fan-tastic sales increase**. The previous edition in 2006 exceeded all STABILA's expectations and the new edition will follow suit. The limited-edition ruler acts as a reference book for recent Championships. **Who beat whom**

when and where? The STABILA ruler uses its full two metre length to list facts from all Championships between 1960 and 2004. But of course it is a fully-functional ruler at the same time. **Therefore place your order in good time. 50 European Championship rules in each attractive counter display. STABILA is offering interesting volume rebates up to 31st March 2008.** Order now to ensure you have an easy win in the competition for increased sales. **Phone: 0049-(0)6346-309-0.**



The 2006 Championship rule provides information on players and winners from 1960 to 2004. An item that turned Championship fans of 2006 into collectors.

KNIPEX CoBolt helped prison-break

Due to their outstanding performance capabilities, KNIPEX pliers are welcome tools in "tight corners". A few years ago, KNIPEX received the following e-mail from **Arizona State Prison** in Douglas, AZ: "We had an escape from one of our units. The convicts that escaped used a KNIPEX brand wire or bolt cutter. The handles have markings KNIPEX 71 01 200. We are trying to determine what this tool is designed



KNIPEX-CoBolt: compact super-tough tool, now with new handles.

to be used for. This will help us attempt to determine where the tool may have come from and how it entered into the prison. We would appreciate any help that you may be able to provide."

The new Wera Drill Bits and Bits Sets

A user who needs screwdriving bits very often also needs drill bits. For this reason Wera has developed **special assortments** for the most common drill bit applications: Set with metal-twist-drill bits, set with wood-twist-drill bits, set with multi-purpose bits (drilling, threading, deburring), set with countersink-bits (with 3 flutes), set with countersink-bits (with 1 flute), set with threading-bits, set with stepped drills with bit shank.



All sets contain the Rapidaptor for fast bit changes with just one hand. **Ideal for mobile maintenance and repair jobs.**

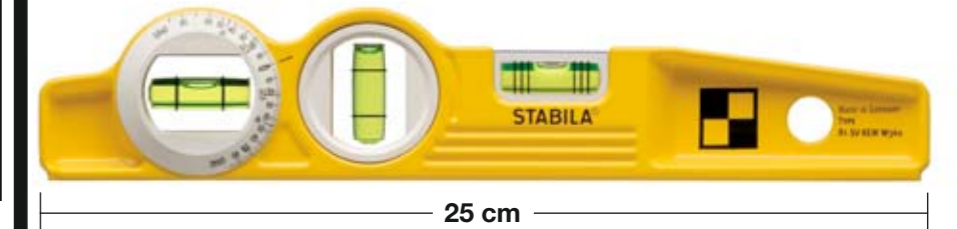


Wera enlarges the sales team

A new entrant will strengthen Wera's sales team. **Thomas Rahmann** has joined Wera on 1st December 2007. He will look after **existing and new customers** plus: He will build up the **automotive business**. He brings in outstanding trade experiences because he worked several years in the industrial and in the automotive segment – with a lot of success.



Thomas Rahmann: Joined the Wera sales force.



V groove innovation



The V groove and rare-earth magnets guarantee secure positioning and an extra-strong grip on pipes and structural steel components. Type 81 SV REM W45 has a fixed 45° angle vial; type 81 SV REM W360 has an angle vial which can be rotated through 360°.

The two type 81 SV REM spirit levels are only **25 cm long**. An ideal size for that spirit level you always need with you. One has a fixed **45° angle vial** for easy checking of struts and 45° pipework; the other has an **angle vial** and scale which can be rotated through **360°**.

Both have the advantages that appeal to all involved in structural steelwork: a **milled measuring surface with a V groove and rare-earth magnets**. These guarantee secure positioning and an extra-strong grip on pipes and other structural steel components. The horizontal vial has six rings which can be used to **measure 1% and 2% slopes**. In addition, both versions of the type 81 SV REM spirit level have a classic **vertical vial** and both are suitable for overhead measurements.

Plastic boxes for almost any application



The revised Profi-Line tool box range from PARAT.

PARAT is presenting a new range of plastic boxes for professional users in 2008. The new Profi-Line tool boxes are made from high-grade plastics resistant to oils and chemicals. The revised range features higher quality and an improved appearance. The new boxes are equipped more comprehensively and can also be offered at lower prices thanks

to advanced manufacturing processes. The boxes are available in **three sizes**. In addition, the manufacturer offers a plastic container (635 x 450 x 420 millimetres) which is available with or without rollers/telescope. Two **small parts boxes** with individually adjustable compartments complete the range.



◀ The new STABILA shelf units. They display the complete range of lasers, spirit levels, rules, measuring tapes, levelling boards and accessories.



▼ Examples of innovation in the field of packaging and promotional displays. The new combination sets (below left) allow the new laser user to take home everything he needs for the professional use of our laser equipment. The sale of special spirit levels is promoted by the new eye-catching packaging design (below right).



Every company has to think about its future. STABILA sees its future inextricably linked with the future of its distributors and their customers.



Jürgen Henschel, STABILA's Sales and Marketing Director explains the background, "Like every successful company, we were firmly convinced that we knew the various markets and therefore our customers. We then asked ourselves

what concerns our customers? What problems, worries and wishes do they have? What changes are they facing? What opportunities and obstacles do they have? What does a distributor have to do to be successful both in the long and short term? Our root and branch stock-check and analysis of the situation brought a very clear fact home to us. The quality and innovation of STABILA products underpin the

success of our distribution partners both significantly and securely – but nowadays the distribution trade needs more than branded products. It is conscious of a growing need for practical support in strategy and marketing; and also a need for promotion to provide them with continuous support in their company's orientation and protection of its future. We took this finding away, pondered it and developed the

solution – the strategy with the name to remember – **THE RED LINE.**" With THE RED LINE, STABILA has put a value-added strategy into place for the benefit of our distribution partners and, last but not least, their customers. It runs like a leitmotif through the business life we share with our distributors and their customers. We list below just some of the factors which interact in THE RED LINE:

- Personalised, on-going support by skilled consultants in your premises.
- Regular fine-tuning of the future business orientation based on successes actually achieved.
- Customer satisfaction and customer loyalty through premium products with a consistent quality, short delivery times and a fair price structure.
- Product presentation which aids sales, promotional placements and packaging designs –

- one brand, one look, one skill-set.
- Professional product launches and sales campaigns.
- Technical and sales training – seminars in Annweiler and locally, live demonstrations with the STABILA laser demo-vans e. g. on construction sites.
- Product catalogues with background technical information for sales staff.
- End-user promotion starting with product fliers, moving on via inserts in technical journals to PR activities.

THE RED LINE will do all this and much more for you. If you are looking for more information about THE RED LINE, please call us or come and see us at the International Hardware Fair. We look forward to your visit.

Product highlights between the fairs



Why KNIPEX bolt cutters last longer

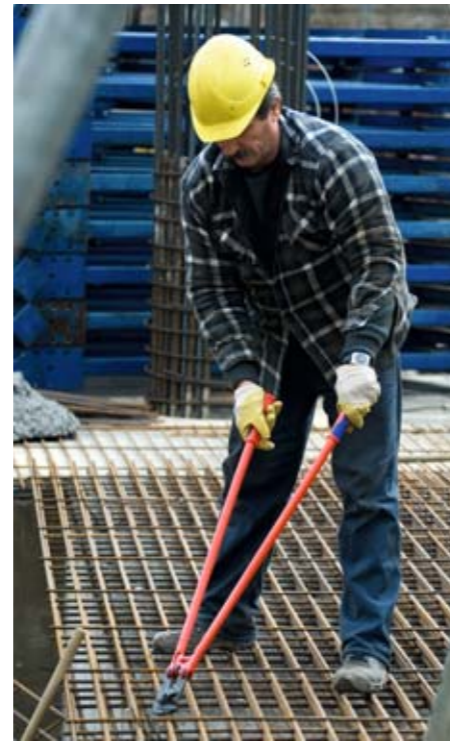
Bolt cutters have to endure a lot because construction work is no afternoon tea party. All of these bulky tools make a tough impression at first sight but when the going gets rough, the chaff is separated from the wheat.

The new KNIPEX bolt cutter range clearly ranks in the **premium class**. It contains four models in lengths of 460, 610, 760 and 910 mm as well as a 950-mm-long mesh cutter. All five products are extremely hard-wearing. The long service life is due to the use of **chrome vanadium heavy-duty steel** for the blades.

Special attention was also paid to the joints. It was found that these were particularly vulnerable in the usual bolt cutter category and had a relatively short service life. By comparison, the KNIPEX bolt cutters provide a **significantly longer service life**. They are forged and machined with particular care. The

handles' stopper is also forged-on, which means that it is very **robust and stress-tolerant** too and in addition its **elastomer insert** cushions the cutting stroke comfortably.

All models cut through prestressing steel and tempered steel wire up to a **hardness of 48 HRC**. The convincing cutting results are due to the high-quality cutting edge material and the optimum coordination between the cutting edge angle and leverage ratio. To ensure that the bolt cutter lies comfortably in the user's hand and the required effort is reduced to a minimum, the powder coated steel



The 71 82 950 mesh cutter's special head shape makes it possible to cut structural steel that is lying flat.

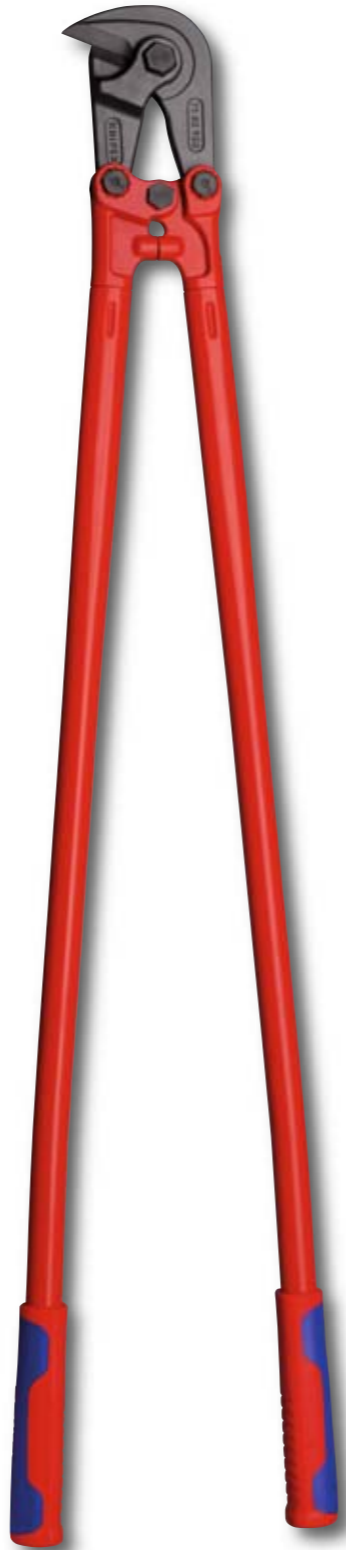
tube handles are ergonomically angled and have sturdy and very secure non-slip dual-component handle covers.

The very flat head and joint area of the KNIPEX bolt cutters allow easy access even in very confined areas. Eccentric screws allow a precise 12-position setting and adjustment of the blades. The screw-connected cutter head is replaceable too; spare cutter heads are available for each model.

The special head of the mesh cutter, the fifth product in the new bolt cutter range from KNIPEX, enables it to cut structural steel that is lying flat (e. g. reinforcement mesh). However, it can also cut prestressing steel and tempered steel wire up to 48 HRC – and consequently it is in no way inferior to the bolt cutters.

In short: The KNIPEX bolt cutters are appealing because of their high stress tolerance and comparatively longer service life, being forged from high-quality

steel. As of February the specialist for pliers will provide bolt cutters to serve the exacting requirements of users at the high end of the market – at fair prices.



KNIPEX Compact Bolt Cutter CoBolt: now even more versatile and comfortable

The CoBolt ranks among the modern classics in the KNIPEX range. The lever action mechanism of this small but smart super-tough tool ensures an extremely favourable lever ratio with very little friction. The cutting force is about 20 times higher than the hand force applied. Compared to a high-leverage diagonal cutter, using the CoBolt reduces the required effort by 60 percent when cutting a 2-mm-diameter piano wire. Working with this tool is a lot more comfortable and versatile now.

The use of such a strong compact cutter was restricted – up to now – to situations which did not necessitate cutting solid or thick material flush – i. e. where the material was not very close to a surface. A centre cutter is not capable of that. But the KNIPEX-CoBolt has been further developed: The new version has a **slightly angled head** and a newly designed joint connection. These design features now allow flush

cutting. The handles, which now run at an angle to the cutting blades, also offer sufficient space for gripping.

And there are even more improvements in the KNIPEX-CoBolt line. Users who work with this tool a lot find an **opening spring** convenient. The opening spring always presses the pliers into the hand gently, which means that very little effort is needed to hold the pliers.



The spring clip of the 71 12 200 can be locked for transport.



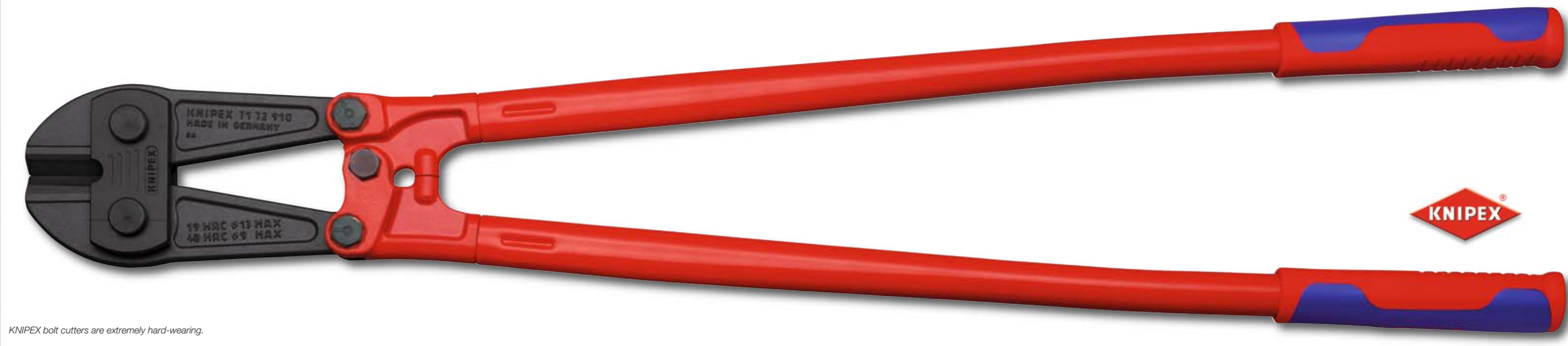
The head of the 71 21 200 has a 20° angle and allows flush cutting.



The new dual-component handles makes work even more easier.

However, when such pliers have to be packed away for transport, the spring effect has to be inhibited so that the pliers can be kept closed. Up to now KNIPEX has done this with a **stirrup lock** at the end of the pliers' handle. This system has now been **integrated into the front area of the handle** in an elegant and user-friendly manner while still maintaining the same security. The new CoBolt model has a **lockable spring clip**. The spring can therefore be activated and deactivated very easily. In addition, this new model, which replaces the previous one with the stirrup lock, now has dual-component handle coverings. And KNIPEX has optimised these even further: the handle covers are now slimmer in total. In particular, the

slimmer collar makes it easier to handle the hand tool. The contact surface at the handle ends is wider than before, allowing a better distribution of pressure, which makes work more pleasant. **These new covers are not only available for the basic CoBolt model; a new variant with a recess in the blade (for cutting particularly thick wires) is also equipped with the new cover and the spring clip.**



KNIPEX bolt cutters are extremely hard-wearing.

New Stainless Nutsetter



Wera has enlarged its stainless assortment by stainless nutsetters. **Therefore the risk of extraneous can also be avoided by screws with a hexagonal head.**

The Wera Nutsetter has a 1/4" hexagon profile, fits to holders according to DIN 3126-F 6,3, ISO 1173 and is mainly used in the building industry.

The holding spring is an **additional advantage.**

With this function non-magnetic screws can be held so that the user has no risk of loosing the screw. The assortment includes the following sizes: SW 5, SW 5,5,

SW 7, SW 8, SW 10, SW 13, 1/4", 5/16", 3/8", 1/2". Available are single products + attractive belt pouches with 8 pieces.



Wera at the International Hardware Fair



Also 2008, the International Hardware Fair is the ideal platform to intensify existing customer relations and to attract new customers.

Wera has developed a very special exhibition concept. Of course, products will be presented and conversations will take place. But the concept focus is in the **interaction.** The visitors have various opportunities to test the Wera products. To present the product advantages in an attractive manner, special modules have been developed that enable the visitors to

compete against other visitors or to watch special experiments.

Tuesday is the day when Wera clients are invited to the famous **Wera after hours party.**

Every visitor who brings the Qfaktor to the booth will get a small gift.

Project V2R



V2R: Its hemispherical shape allows it to be easily aligned in the pipe using the illuminated circular vial; the laser transmits its plumb-line up to the roof at the touch of a button.

V2R is the abbreviation used in America for "vent-to-roof". It refers to the use of a plumb-line from the basement to the roof in the typical, wooden-frame construction used there.

STABILA has specially developed the V2R plumb-line laser for this application. The decisive advantage – it's child's play to use.

The hemispherical, rubber-coated V2R is placed like a ball over the end of the pipe, aligned using the illuminated circular vial and it is

soon transmitting its line up to the roof.

Fall, ventilation and service pipes are quickly and easily installed. North America and Canada are amongst STABILA's most important export markets. This is why STABILA established its own sales company in Illinois back in 1988. Since then spirit levels "made in Germany" have achieved a cult status among professional craftsmen.

Quality tools are valued everywhere in the world.

Limited 08 tool case

Following the successful special promotion cases of the past few years, PARAT is once again offering a special tool case model in 2008. The "Limited 08" features a sturdy shell made from silver ABS and a solid double aluminium frame. The tool case, sized 460x190x310 millimetres, is fitted with two tool boards and a cover plate with patented PARAT CP-7 tool holders. The holders offer place for tools of a variety of sizes

and can be individually adjusted. The additional bottom shell with cover plate can be subdivided as required and also offers space for larger items such as measuring instruments. Important service documents can be carried in the top shell. **The new third-generation PARAT special promotion case is available at particularly attractive prices and will be delivered to dealers from mid-February to mid-December 2008.**

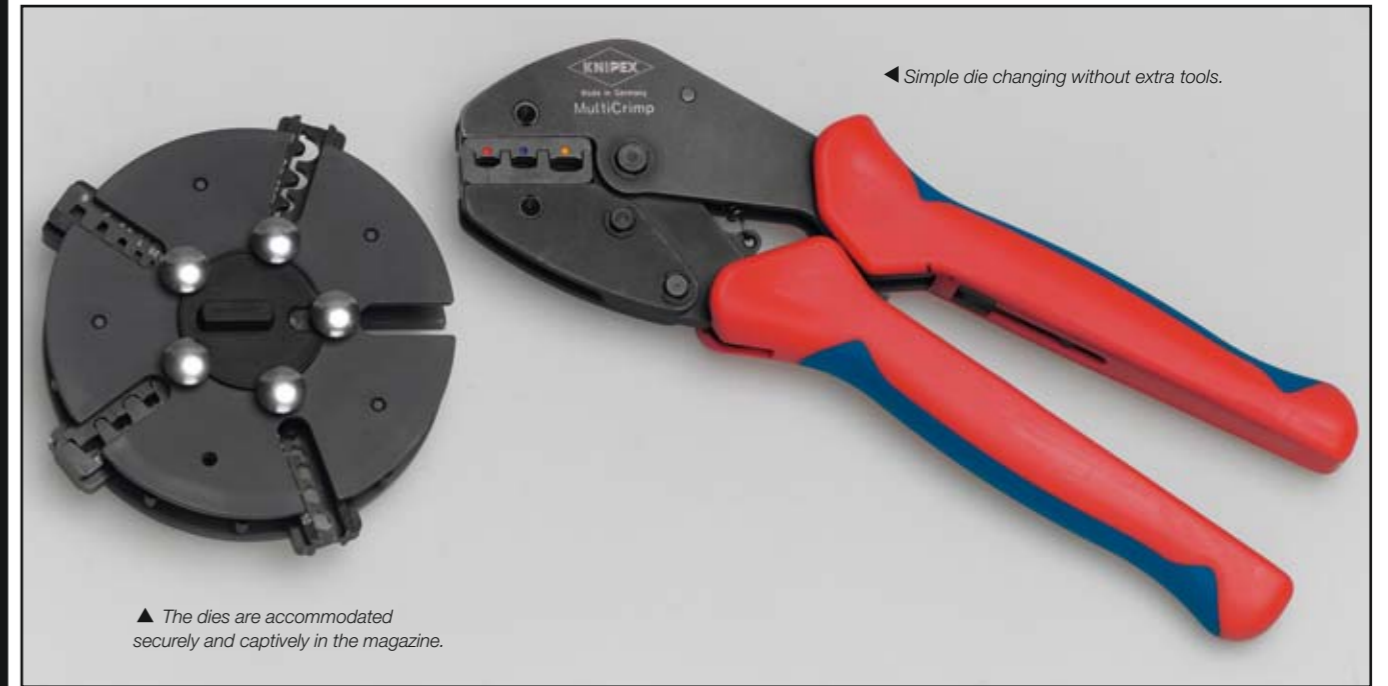


This year too, PARAT is offering a high-quality tool case, the "Limited 08" at a special price.

Crimping News

Complete package for all standard solar connectors

Photovoltaics (the generation of power from solar energy) is a topical theme also of significance for environment protection which will become increasingly important. Currently, there are a lot of manufacturers with very different systems. KNIPEX now offers crimping system pliers with changeable die profiles, making safe crimping very easy.



Simple die changing without extra tools.

The dies are accommodated securely and captively in the magazine.

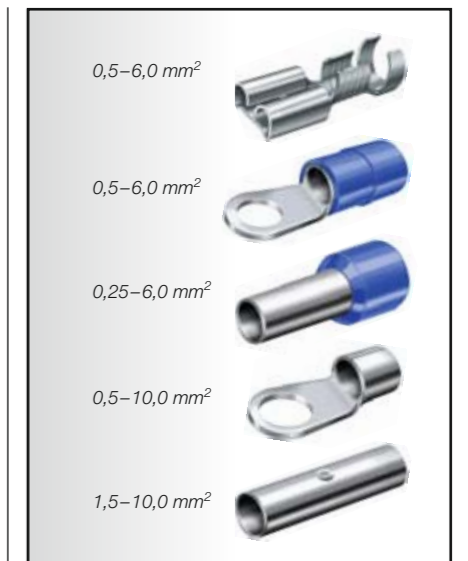
5-in-1 Pliers

To be prepared for the standard crimping connectors, the electrician needs at least three different crimping pliers. This is laborious and also inconvenient having to bring all of them on jobs in order to ensure flexible work on site.

Many users would like just one crimping tool for all connectors. This should attain professional crimping results and also be economical. A lot of wishes at once – which will be fulfilled by the new **MultiCrimp** crimping system, available at KNIPEX as of April 2008!

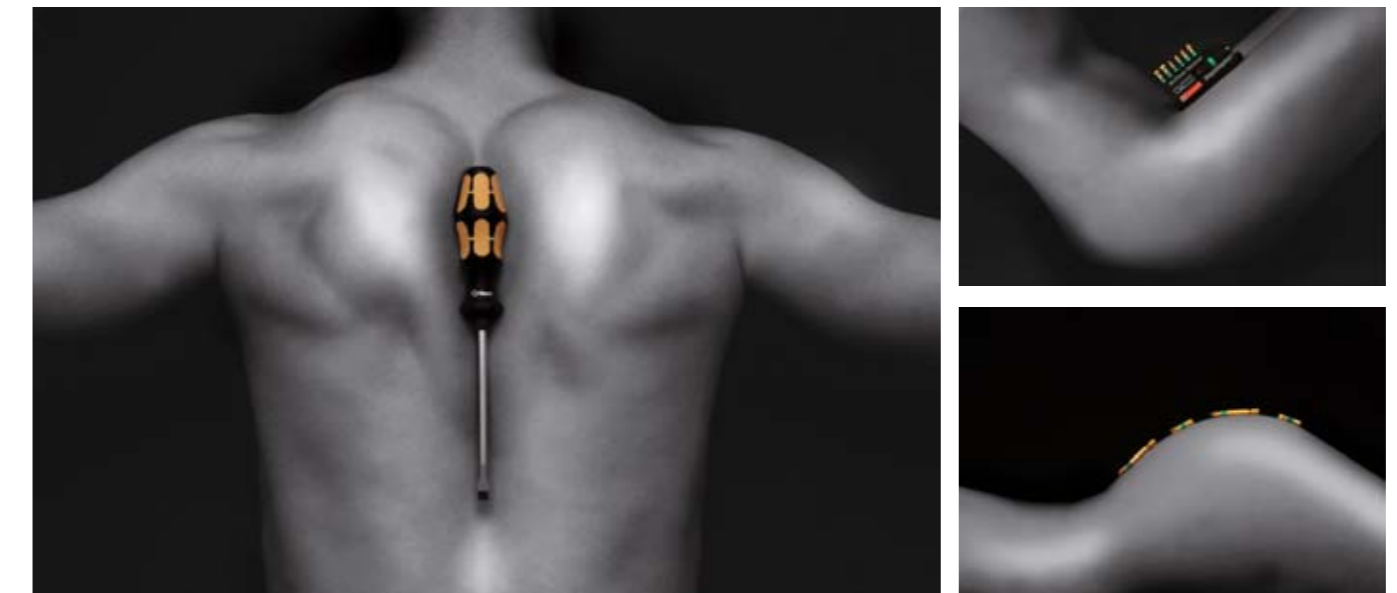
And this is how it works: the **MultiCrimp** crimping system is based on a lightweight high-quality crimping pliers, which provides outstanding and reliable crimping results and a long service life. The die profiles are accommodated securely and captively in a magazine. These profiles can be changed very quickly and easily without any additional tool. The magazine can be attached to a belt with the aid of a clip, so that it is always within reach.

Consequently, the **MultiCrimp** is the solution for the professional travelling



crimping pliers user. It is available as a set with the magazine and a choice of three or five dies.

Wera + Art



Wera has launched a unique calendar project. The tool specialist Wera shows its products in a very unusual atmosphere. Topic is the combination of **"Wera plus skin"** which has been realized in an aesthetic way. The twelve motifs have been shot by a **well-known nude art photographer.** The motifs show the Wera products on male and female skin.

Only on a second glance are the parts of the male and female bodies recognized. The edition is limited. Only 3000 art **calendars** have been produced. No need to mention that all the calendars have already been snatched up. The motifs can be seen at www.wera.de.

The new ratchet ZYKLOP. Unbelievable fast



Unbelievable speed, unbelievable flexibility – through the flexible swivelling head.

ZYKLOP 6 in 1

1. Fine tooth rattle
2. Bent rattle
3. Joint rattle
4. Nut-fix-ratchet
5. Heavy duty ratchet
6. Screwdriver



The new ratchet: The ZYKLOP.

A good ratchet belongs as a standard tool in the tool set of every workman. Even more: It is the heart and soul of every toolbox.

Now Wera brings its **experience** of many years into the development of the new Zyklop. Wera combines the **advantages of 5 different ratchet types in just 1 ratchet.**

Not only that, the Zyklop can also be used as a **screwdriver.**

Why should users choose the Zyklop from Wera?

Not only will your customers be saving future purchase costs, they can also use the Zyklop type ratchet from Wera for all their areas of work –

and this at an **outstanding speed** coupled with an appealingly extreme **robustness.**

Why is the Zyklop so interesting for our trade partners?

Wera has been particularly successful over recent years because it has kept up development of high-quality **innovative** products providing **genuine solutions** to user problems.

Therefore, it comes as no surprise that Wera was voted in 2007 one of the five most innovative companies in all SME sectors in Germany.

Wera has proved that new problem solvers lead to user investments, from which evolves more **turnover for the trade.**

This feeling for innovations and a functional awareness of prices and profit margins has now at last settled Wera firmly in the ratchet segment as well.



What special features can users expect?



1 Fast turning work!

Zyklop ratchets are really fast movers: the rotating mass effect **accelerates the screwdriving process.** Work is boosted by the ratchet head's special rotating mass design and the rotationally symmetrical power grip. Screws "practically turn by themselves" into and out of their holes.

2 Fast connections!

The socket lock accelerates the work needed to attach and detach inserts and extensions. The **ball lock** secures both sockets and accessories for **reliable and safe** screwdriving work.

3 A perfect set of teeth!

With **fine-pitched** teeth the reversible ratchet has a small backlash angle of only 5°–6°. The short stroke helps you to work quickly and precisely on all installation types –clockwise or anticlockwise.

4 Don't switch off – switch over!

All Zyklop ratchets feature a thumbwheel that switches quickly and easily between **clockwise and anticlockwise** at any position. No awkward manipulation, no lost time!

5 For all hands!

The ratchet head presents an **ergonomic** design with finger recesses that respond perfectly to your hand and fingers for turning the head.

6 Swivels by nature, if not by name!

The ratchet features a swivelling head that can be released with the slide switches on both sides. This means you can work easily with your hands even in cramped or awkward spaces. The defined locking points at **0°, 90° left and right, and 15°/90° inwards** prevent the ratchet head from slipping for reliable work.

7 Not only for nuts!

At the 0° position the ratchet can take a socket or the Zyklop bit holder and be used like a **conventional screwdriver.**

8 Nice and handy!

The Kraftform power grip has been designed to fit snugly in your hand, so blisters and calluses are a thing of the past. The hard materials used for the handle promote fast applications and prevent the skin from "sticking". The softer, "more antislip" zones facilitate the zero-loss transfer of high forces.

This combination is unbeatable! So all your work is done at the flick of a wrist!

9 The easy extension to work!

All rigid Zyklop extensions are fitted with a **freewheel sleeve.** This freewheel sleeve lets you tighten and loosen screws and nuts quickly and effectively. The top line extensions are additionally fitted with the **flexible lock** system.

The so called **wobble extension** pivots through 15° in all directions. This lets you work quickly and precisely in concealed and cramped spaces as well.

10 Socket to me!

Wera has taken up the latest industrial standard ISO 2725 Part 3 and developed its sockets accordingly. The new "**hand and machine sockets**" can be used for both manual and machine work. Both transport and the screwing process are considerably simplified.

11 Hard shell – soft core!

Wera has not only taken up individual Zyklop ratchets and sockets into its product range, but can also provide users with end-to-end solutions. Users can choose between the **basic and top** lines in the three key sizes 1/4", 3/8", and 1/2" for all sockets, extensions, bits, and many other useful auxiliaries.

Wera attaches great importance to the **product design.** Accordingly, not only the ratchets themselves, also the Zyklop ratchet boxes have been designed with attractive visual appeal – sturdily built from **metal** and with **rubber feet.** The tools are embedded in foam so that they can be carried to the workplace safely and securely. The tools' attachments and positions have been indelibly cut **by laser** into the lid for easy legibility. You can then find the tool you need with the minimum of effort. Due to the 2-colour insert, missing tools can be recognized at once.

Why is the Zyklop named after the Cyclops?

The unusual design of the new Wera ratchet presents a distinctive ratchet head reminiscent of a Cyclops. With the name **Zyklop**, the tool becomes easy to recall for trade partners and users alike. And – a Cyclops is a powerful figure out of Greek mythology which is very fast once it has picked up speed. And it is exactly this effect that makes the **Zyklop** from Wera so special.



WERA
Hall 10.1
J/K 12/13

Qfaktor

Higher quality at the same price

PARAT has made further developments to its proven Top-Line tool cases. Many models are now available with a bottom and side walls made from double-walled HDPE plastic. The front and rear walls and the lid flap of the tool cases are made from extra-thick, specially tanned leather.

The new plastic sides are especially sturdy and are resistant to wear and moisture, significantly extending the service life of the case. In combination with aluminium brackets at all four corners, the leather cases are

considerably stronger and more stable. Even if they are loaded with heavy tools, they do not twist and are easy to open and close at all times. An ergonomic handle makes for easy carrying. **Despite their considerably higher quality, the new Top-Line tool cases are available at the same price as the previous models.** The bottoms and sides made from high-grade HDPE plastic make the Top-Line tool cases from PARAT stronger and more stable and increase their service lives.



No caption ...!

Better training for more sales

Training courses are indispensable for a sales employee. An employee can only sell convincingly if he is very familiar with the products he is selling. Good training courses require an environment suitably equipped for imparting theoretical and practical knowledge. KNIPEX has created such an environment with its new FORUM: state-of-the-art

(presentation) techniques accommodated in an old forgery with a lot of space for demonstrations and for actively trying out the tools as well as training rooms that can be partitioned in different ways. We like to combine the training courses with a factory tour including the factory's own museum which can be visited as well. As a contrast to the modern



manufacturing engineering in current production, the museum offers a view into the century-old tradition of tool production in this region.

The highly-modern training centre was set up in an old forgery.

The Wera Internet Homepage attracts new visitors



A modern brand needs modern communication. Wera has developed an interactive **online game** which attracts existing and new users. At www.wera.de Wera offers to remove rust and to become a **derustinator**.

Remove rust from as many screws as possible within one minute. Move the screw releaser with the computer mouse and: **Have fun!**



Guess yourself rich!

■ Qfaktor is offering 3 extensively equipped tool sets, retail value ca. € 1,000 each, as competition prizes.

■ Just answer the question, "How many people visited the 2008 International Hardware Fair?"

Answer 1: 70,000 or less

Answer 2: Between 70,001 and 79,999

Answer 3: 80,000 and morer

Clue: There were about 75,000 visitors to the 2006 fair. All answers take part in the competition.

Please email you answer to info@Qfaktor.de.

The competition closes on March 31st 2008.

The judges' decision is final.

Retail value ca. € 1,000



Qfaktor is raffling 3 extensively equipped tool sets from KNIPEX, PARAT, STABILA and WERA.

Imprint

Qfaktor

March 2008 edition

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www.Qfaktor.de

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Qfaktor is published free of charge at irregular intervals.