



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

Hardware expertise

Qfaktor
at a glance

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Greetings from the Hardware Fair



Focus on hardware expertise: From 28th February to 3rd March 2010, the **INTERNATIONAL HARDWARE FAIR** will be held at the Koelnmesse exhibition centre. "Cologne will become an international business hub for the sector by bringing together professionals from trade and industry with buyers and suppliers, enabling them to hold discussions and lay the groundwork for the coming year," says Oliver P. Kuhrt, Executive Vice President of Koelnmesse.

Over a period of four days, trade visitors from all over the world will be able to gather information about the innovations and trends of approximately 2,700 suppliers from 51 countries, while also placing orders for the coming year and establishing new business contacts. In addition to services that help to initiate business

deals, visitors can look forward to an international range of exhibitors that will be reorganised into the five product segments Tools, Industrial Supply, Fastening & Fittings, Locks & Fittings and Home Improvement.

Around 80 per cent of the exhibitors at the INTERNATIONAL HARDWARE FAIR will come to Cologne from abroad in order to maintain and expand their global contacts. The European country sending the most suppliers to the fair is Italy, followed by the UK, France and Spain. From overseas, there will also be large contingents from China, Taiwan, India and the USA. In 2008, nearly 60 per cent of the visitors came from outside Germany.

Informative supporting programme The sector forum titled "Tools Live" will provide trade visitors at the INTERNATIONAL HARDWARE FAIR with a mix of tools-related information

and entertainment. In cooperation with the FWI the special show titled "Modern Power Tools for Greater Productivity, Safety and Ergonomics" will be presented for the first time. A wealth of new products and trends will be on display in the Fastening Technology Innovation Centre, organised by the Rohn publishing company. The Dähne publishing company will offer exhibitors and visitors an event outside the trade fair halls by taking them on an interesting DIY centre tour.

The INTERNATIONAL HARDWARE FAIR COLOGNE will be open daily from 9:00 a.m. to 6:00 p.m. Admission tickets can already be purchased at the online shop www.hardwarefair.com at an attractive advanced sale price.



Onwards to New Horizons

The international Hardware Fair Cologne and with it ... the beginning of a new era.

Dear Reader,

one of the most important dates in our industry is becoming, more than ever, the focus of interest. As a recognised manufacturer, the year 2009 revealed to all how fundamentally important it is to be equally well positioned on the product and marketing sides of our respective businesses. In that light, the 2010 Cologne Hardware Fair will be a critical yardstick for what lies before us all.

The buyers, sellers and users of our products are increasingly differentiating in their purchasing decisions on the basis of costs and benefits. Due to the wide variety of media available and the resulting ability to quickly communicate information, virtually anyone can quickly compare product quality, range and price. This ability requires manufacturers to have a clearly defined commitment to the market and above all, that we endeavour not only to be the leaders in innovation, problem-solving, and cost/benefit but also, that we maintain and expand this leadership position.

BESSEY has proven for more than 120 years that – as a market leader in the field of clamping and cutting technology – it is user-oriented and responds to the demands of the market with high-quality products.

This applies equally to the Qfaktor partners, KNIPEX, PARAT, STABILA and WERA. It was therefore a logical step for BESSEY to join the Qfaktor team as a premium partner.

Together, the Qfaktor partners offer the trade a product range portfolio that, in terms of scope and quality, is the measure of all things. Profit from our quality, our service and our dedication to the products we produce.

During the Cologne Hardware Show, please take the time to visit our exhibits. Become acquainted with new products and enter into discussions with the aim of intensifying the partnership between trade and manufacturer. This is all for the end users, who ultimately determine the success of our products through their critical comparison of quality, areas of application, handling, design and price.

We hope you enjoy the new Qfaktor and we look forward to your visit and hopefully, to fruitful discussions at the International Hardware Fair in Cologne.



Carsten Spang, Member of the Executive Board of BESSEY TOOL GmbH & Co. KG on behalf of BESSEY, KNIPEX, PARAT, STABILA and WERA.

www.Qfaktor.de

Competition Winners

From the competition entries of the last Qfaktor edition, we drew 30 winners who each receive a gift voucher of 50 Euros valid for a visit to the legendary brewery

“Früh am Dom” in Cologne. We wish all winners an informative time and a great stay in Cologne. You will find the winners of the competition at www.qfaktor.de.

PARAT and the colognian constitution

PARAT and the colognian constitution, actually they belong together!

Paragraph 1: “It is like it is!” Face up to the facts.

The company PARAT Schönenbach GmbH + Co. KG has registered insolvency at the local court in Wuppertal on 22nd of October 2009.

Latest information about the insolvency plan procedure you will find under www.parat.de

Paragraph 2: “It goes like it goes!” Don’t be afraid of the future!

As a start PARAT has to accept the unprecedented fact of becoming insolvent. But PARAT wouldn’t have become PARAT, if the company had buried its head in the sand in former times. PARAT lives and is supported through its staff. Due to the motivation of the whole team, the traditional location in the capital of tools – Remscheid – could survive.

Paragraph 3: “It always ended up well!” Learn from the past!

Also if this time it didn’t end up so well as we expected, we could start some new projects in the last months as well as realising “fresh” ideas.

We are very glad to present those projects and ideas personally to our customers during the Cologne Hardware Show.

Therefore all PARAT customers and friends are heartily invited to visualise our latest products and campaign items.

Cologne Hardware Show 2010: “There we are ... !!!” Very famous song of the local group “die Hühner”.



You’ll never want to put it down

New KNIPEX high-leverage concretors’ nippers in a handy 250-mm size



The concretors’ nippers is a frequently used tool on the building site and therefore hardly ever put down. To make work easier for you, KNIPEX has expanded the range of high-leverage concretors’ nippers by one new size.

relieving tendons and muscles. The 250-mm high-leverage concretors’ nippers from KNIPEX is therefore ideal for intensive use – and thanks to its slim design it can effortlessly access awkwardly positioned iron.

The handy construction, good distribution of weight and high transmission of force noticeably increase the user friendliness of the new high-leverage concretors’ nippers. Compared to regular concretors’ nippers, the new 250-mm high-leverage concretors’ nippers have a better cutting capacity than the regular 280-mm nippers and weigh less than the 250-mm ones. The cutting stroke is significantly absorbed during the cutting action, comfortably



Tradition – Experience – Innovation

With BESSEY ...

... you put your trust in experience.

Since the cold drawn steel plant was founded in Stuttgart in 1889, the Bietigheim-Bissingen based company continues to raise the bar in clamping and cutting technology. One of the classic modern tools is the Original BESSEY malleable cast iron screw clamp developed in 1936. In 1979 BESSEY took over Diener Werkzeugfabrik GmbH and thus established the area of cutting technology with the renowned Erdi snips.

... you put your trust in quality.

Precision and long tool life are at the core of the BESSEY brand's quality. The tools have traditionally been manufactured from the highest-grade materials. A good example are the precise steel rails and spindles manufactured in our own drawing plant. Additionally, all components are tested by experienced technicians and development engineers using ultra-modern process control techniques.



... you put your trust in innovation.

"Whoever stops improving has stopped being good." This was the motto of company founder Max Bessey and it remains our guiding principle today. New products and improvements thus continue to be developed on a long-term basis from innovative ideas, making the operator's

work easier. The focus is on convenience and safety. User-friendliness and ergonomics are the highest benchmark.

... you put your trust in variety.

Thanks to the product designers' many years of experience and to on-going communication with

customers, BESSEY has a strong commitment to continuously making our tools better. The result is clamping and cutting tools true to the guiding principle of **"BESSEY. Simply better."** With over 1,200 products, BESSEY now offers a tremendously wide and deep range of items focused on hand clamping and cutting.

Try them out for yourself!

Pay us a visit at our stand in **Pavilion 10.1, Row H4/J5** at the Cologne Ironware Trade Fair. Our sales team will be delighted to demonstrate the remarkable variety of BESSEY's clamping and cutting tools. The Full 2010-2011 Catalog, hot off the press, awaits you, ready to be picked up. All the products are clearly presented and are shown in actual use, with the help of many illustrations. **Would you like us to send you the catalog? No problem:** All you need to do is send an e-mail to info@bessey.de or phone + 49 (0)7142 401-0. The catalogue will be shipped in short order. You see, service is also of the ultimate importance to BESSEY!

A success story – The Wera Zyklop



Long term display

That was fast! Wera takes significant market shares in the ratchet segment in just 2 years.

The Zyklop is a true product success in all respects. Wera has now sold over 100,000 Zyklop ratchets – a proof to the high quality is the low reclamation rate: 0.05%. And these 50 (!) ratchet complaints have for the most part been because they were abused as a hammer (solution see page 14). Due to this success

Wera has developed its packaging concept for the handling of high volume.

In 2010 Wera will launch several mixed version sets to be offered at different prices.

In addition, **technical comparison** with its competitors supports the success of Wera products. An independent institute (The experimental and testing laboratory in Remscheid)

has tested ratchets on behalf of a German magazine in December 2009. The Wera Zyklop received **the best technical score** (1.2) by far compared to the other ratchets that were tested.

In 2009 the Zyklop received the well respected **iF Design Award**. Thus, the Zyklop is not just a ratchet with very good product features, but it is also a tool that looks incredibly good.



Carded product



Foam insert



Set



Counter display

Compact in design – strong in performance

It's small but it packs a punch! The new extra-compact Erdi Ideal D15A shears produce the same amount of cutting power as full-size shears but, in a size that fits the everyday tool pouch. The performance, size and great price makes the D15A a "must" for both the professional and the home handyman.

Aviation snips with a length of only 18 cm – that's a first! Another BESSEY innovation: the new Ideal D15A shears cut metal sheets up to 1.2 mm thickness, just like the big shears. Their small format also allows one to get to hard-to-reach places and to also cut the smallest of radii. These features are exactly what make them the must-have cutting tool. The D15A is the ideal shear for heating, air conditioning and ventilation engineers, for sheet-metal workers and even for roofers – for anyone who works with metal – full-time or just occasionally. No one can be without them in their tool bag, as their advantages are self-evident:

Compact versatility

Even if the new Ideal D15A snips from BESSEY, with their total length of 180 mm, are distinctly smaller than other snips, they cut just as well as their big brothers – whether they are cutting copper, aluminium, galvanized or stainless steel.

They are made for straight cuts, curved cuts to the right and simple notch-cutting jobs. But that is not all the D15A can do: thanks to their compact design – short handle and small cutting head – they master the narrowest of radii on their own and make cutting possible in places that are difficult to reach. A small, manoeuvrable power package that fits into any tool pocket to be accessible when needed.

Efficient performance

Like all hand snips, the D15A consists of a cutting edge and a handle. Both parts have support at the joints which produce additional leverage. The D15A's twin toggle link mechanism is a special effort-saver. Compared with shears without toggle link mechanism, the D15A does the

same work at around 25 % less manual effort. That makes the job easier and less tiring.

The D15A provides another advantage over shears that do not have the toggle link mechanism: the adjustable and commercially-available bolted joint, produces high quality cuts that remain constant.

Convenient handling

The new D15A's lock and stop combination provides the very best conditions for perfect handling of the shears. Because lock and stop are combined, they can be closed and locked with just one finger, which is easier than with traditional shears. The width of the space that opens between the handles is designed so that the full cutting length can be used.

The compact dimensions allow the shears to sit especially well in the hand and, thanks to the plastic-sheathed handle with soft inset; the hand can grip firmly and comfortably. Ergonomic advantages, low use of force for the user along with full exploitation of the cutting length make the new D15A the efficient all-rounder among hand snips.

One for all

There is so much innovative technology at such a surprisingly low price – Retailing at a recommended 19.90 euros (plus VAT); the compact Ideal D15A snips come at an extremely attractive price. This makes the decision to purchase quite easy – for the professional or the home handyman, irrespective of whether he uses it all the time or just occasionally.

This is especially true as the BESSEY hand-checked quality guarantees a superior cutting tool. All blades are induction-hardened and last up to 15 times longer than unhardened materials. That definitely makes the D15A a trusty companion for many years.



Short and sweet – the Ideal D15A snips:

NEW

1. Extremely compact in design
2. Small, manoeuvrable and high-performing
3. Gets to places that are hard to reach
4. Cuts small radii and makes straight cuts
5. Cutting length fully exploited
6. Toggle link mechanism means manual effort reduced by one quarter
7. Ergonomic and practical in use
8. Highly attractively priced



1 Extremely compact cutting head

The design of the uniquely compact design head offers one tremendous manoeuvrability, the ability to cut the narrowest radii and the ability to reach some of the most difficult to access spots.

2 Practicable combination of bar and arrester

A practical locking mechanism allows one to open and close with one hand and limits the maximum opening of the snip.

3 Compound leverage

Compound leverage considerably reduces the effort required. Improving productivity while reducing hand fatigue for the worker.

4 Ergonomic handle

The plastic grips on the ergonomically designed handles have soft cushion inserts that further reduce hand fatigue for the worker. The soft cushion inserts also keep the hand from slipping on the grips.

BESSEY – another leap forward

Just no comparison! With the completed conversion of key all-steel clamps to an optimised, patented rail profile with newly-designed sliding arm, the BESSEY tool is further differentiated from the competition. Detailed research work and over 50 years of manufacturing expertise in all-steel clamps were combined in this tooling innovation to further differentiate BESSEY's clamping quality and functionality.

The forerunner of the new all-steel clamps series was the high-performance SGM clamp. BESSEY already converted this clamp series to the optimized rail in 2008. The SLM fitters' clamp followed one year later. The two strong tools are particularly suited for use in the area of metal and steel construction. In the same year, BESSEY also converted its classic tool, the GZ all-steel screw clamp. It has been the yardstick in its category for years and is used for both metal and wood. With the GH and Synchro-Lock GHSY undergoing conversion in 2010, the series is now complete and the conversion process has been concluded.

Always one step ahead when it comes to innovations.

The clamp frame's new profiled rail allows one to achieve greater strength and, to reach full clamping force in a shorter time due to higher rigidity. The frame and pressure plate are also made from one piece, hardened and then tempered and this contribute to making the tool very strong.

The newly-designed sliding arm of forged quenched and tempered steel also has new advantages in clamping stability. During the clamping process, it's extremely stable U-shape transfers the applied force in a non-linear manner to the rail – a principle that has proved itself most convincingly in the design of steel girders and in bridge-building.

Faster with more power.

With the new high-performance all-steel screw clamps, 20 % more clamping force per spindle rotation is achieved, with high resistance and torsional stiffness ... all at the same time. But, that's not all! Thanks to the optimized profile, the new GH and GHSY lever clamps can now deliver even more force and they develop the clamping force in a particularly even fashion, which pays off most of all in the exploitation of the full clamping width. The absolute clamping



1 SGM and SLM high-performance clamps with the patented special pressure plate, able to move up to 35°
2 GZ all-steel screw clamps in five variants, with pressure plate changeable without the use of tools
3 Lever clamps GH and Synchro-lock GHSY with secure ratchet mechanism

force of all the new generation clamps has been increased as a result of the BESSEY patented rail profile. Up to 10 % more clamping force can thus be developed with the "new" all-steel clamp.

Attention to detail pays dividends.

The SGM and SLM high-performance clamps come with a patented special pressure plate, which can move up to 35°. It has a smooth surface and can be quickly replaced, if necessary. For workpieces that require a better grip, it can be replaced by a design with a rough surface or, for round, oval or angular workpieces, by a special pressure plate with a V-groove. All designs have a hardened, oil-soaked sintered steel insert – guaranteeing an extremely long life cycle at full clamping force.



And as if that weren't enough, the new classic, the Original BESSEY

all-steel screw clamp GZ, is available in 3 handle variants – 2K, wood and tommy bar – with field-replaceable standard pressure plate. It can be changed easily without the use of tools – to our special pressure plate with a large surface or one made of stainless steel. For the highest safety demands, the GZ can also be ordered with pre-fitted FIN clamping force indicator.



The super versions of clamps.

The conversion of the new all-steel clamp series is rounded off by the GH and GHSY lever clamps. They are particularly helpful when several clamps are required to hold a workpiece. The reason is that they build up the clamping force in stages and up to five times faster.

Both lever clamps styles have been reviewed to the last detail and prove once more why people say, "BESSEY. Simply better." For

a long lifetime, the sliding arm has extremely precise ratchets and forged from tempered, drop-forged steel. The non-slip device on the release lever guarantees a firm grip for releasing the clamps. The GHSY Synchro-Lock also places another release mechanism on top, which acts as a handbrake and makes it possible to release the clamp quickly and easily from any position.

Short and sweet – the new all-steel clamp series:

1. Patented innovations
2. High clamping forces
3. Less force expended
4. Extremely strong
5. Fast, safe operation



BESSEY
Hall 10.1
H/J 4/5

Self-levelling pendulum rotation laser Type LAPR 150: Quick, versatile, dependable.

The successor of the LAPR 100, the great all-rounder, offers optimised technology, improved handling properties and enhanced performance.

- No waiting time: Rapid self-levelling via pendulum technology compatible with any construction site. Levels much faster than a motor-powered rotation laser. Large working range: 180 m with receiver. Long operating period: approx. 80 hours.
- The most important laser functions combined in one unit: Rotation horizontally and vertically, three-stage scan, plumb line, 90° angle. Made in Germany.
- The hand grip is used to switch from the horizontal to the vertical position and vice versa. The complete prism unit is swivelled through exactly 90° in the guide channel.
- Protected in all positions by sturdy metal bows and shock-absorbing soft-grip casing. Pendulum protected by forced locking during transport.

NEW 4/2010



- Battery drawer: Easy replacement directly on the stand as well. IP 54 (protection against dust accumulation inside, protection against splash water from all directions).

Ideal for drywall installers, interior finishing fitters, carpenters, electricians, metalworkers, screed specialists, joiners.



Battery drawer: Easy replacement directly on the stand as well.



Working range with receiver up to 180 m.



Rapid change from horizontal to vertical position and vice versa.

Practical quick-change artists

Their technical details generate enthusiasm for both the EZS, introduced in 2009, and the tried and tested DuoKlump. Easy handling – for either clamping or spreading – was the focus during development of the BESSEY one-handed clamps.

The EZS – strong and smart.

The EZS one-handed clamp – available in opening capacities from 15 cm to 90 cm – grips tight at up to 2,000 N. At the same time, the large soft caps protect sensitive surfaces and guarantee a secure grip. The ergonomically-moulded twin-component plastic grip with pump lever sits behind the rail and thus enables safe access from both directions. The clamp is released quickly and easily with the release lever incorporated in the handle. An intelligent release mechanism allows the EZS to be conveniently converted from clamping to stretching. Using a pushbutton



the upper part can be released without the use of tools and placed on the other end of the rail. During the process, the release button remains firmly connected to the clamping tool and thus does not become lost.



EZS one-handed clamp

The DuoKlump – fast and flexible.

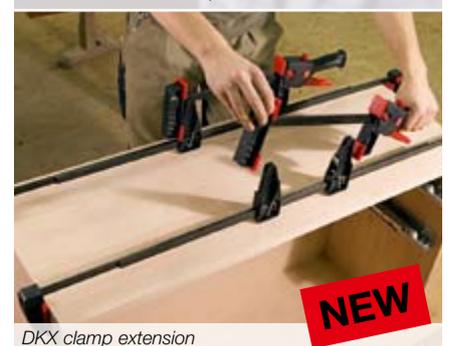
Thanks to the parallel arrangement of handle and pump lever, the DuoKlump, with opening capacities from 16 cm to 65 cm, is balanced with the continuous rail and sits securely in the hand. Through simple pumping on the handle it achieves up to 1,200 N clamping force with ease. The release lever is positioned in such a way that it can be operated with the thumb. There is a rotary knob for changing the DuoKlump from clamping to spreading. This removes the need for reconfiguring. A special feature of the DuoKlump is the smooth, large, continuous clamping surfaces with soft protective caps. Sensitive workpieces, round or pointed objects can also be clamped conveniently. Even the smallest gaps can be clamped when the protective caps are removed.



DuoKlump: the DKX clamp extension. Quick to fit, it makes it possible to work with large workpieces. An opening capacity up to 165 cm and a spreading width of up to 180 cm can be achieved even with a “small” DuoKlump.



DUO one-handed clamp



DKX clamp extension

NEW

Efficient, reliable and safe to use

KNIPEX Cobra VDE

The areas of use for the Cobra have been extended: as a VDE-tested model, it now proves its capabilities in electrical installation. For this purpose KNIPEX has equipped the high-tech water pump pliers with a new sliding mechanism.

For work on electrical installations. With its pushbutton and sliding mechanism, the Cobra meets VDE safety requirements. Electricians can now use the high-tech water pump pliers when installing electrical

Self-locking and hard-wearing. Naturally, the Cobra VDE is manufactured in original KNIPEX quality: the box joint makes it extremely stable, the self-locking jaw geometry ensures a firm grip on flat, round and multi-edged profiles as do the gripping surfaces with their specially-hardened and accordingly wear-resistant teeth.

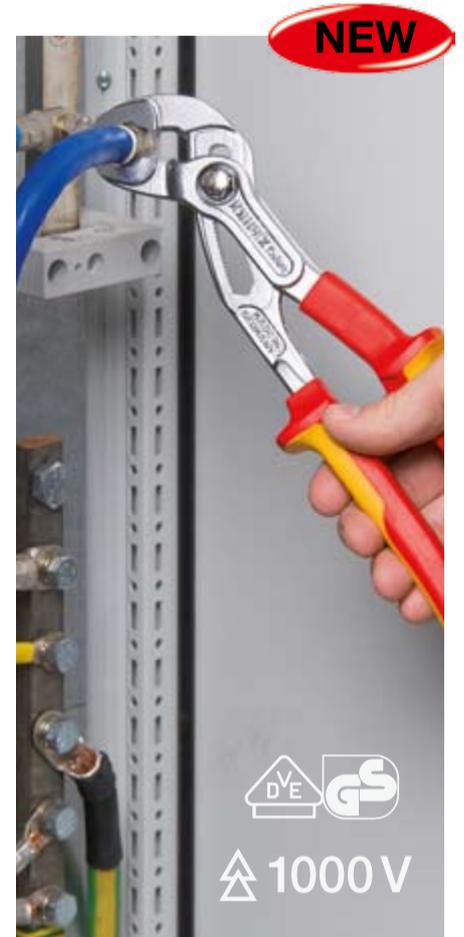
The great popularity of the KNIPEX Cobra is due to its pushbutton for high-speed adjustment. Naturally the Cobra VDE has retained this well-proven function. Off the workpiece, it can be opened easily at the push of the button. New feature now: a simple sliding action allows adjustment directly on the workpiece.



Quick adjustment to the workpiece, even without using the pushbutton.

systems too and benefit from all of the Cobra's performance features.

KNIPEX assures: The KNIPEX Cobra VDE enables electricians to work with an extra portion of protection – efficiently and reliably.



Wera goes Automotive

Since 2008, Wera have intensified sales in the automotive business.

Also thanks to the Zykop plus accessories Wera has a comprehensive range that is extremely exciting for automotive customers. Meanwhile, a **user forum** has been formed, which formulated typical application problems, so that Wera regularly receives new automotive product development challenges.

In particular, the theme of **“foam inserts for tool cabinets and work benches”** has once again been discussed. Now Wera has developed a flexible tool foam insert in different variations, which can be inserted simply by cutting and fitting into almost any cabinet and work bench.

New to the program are **Torx® screwdrivers with an extra long 300 mm blade** for jobs in tight engine areas. In addition, these extra-long screwdrivers are equipped with a holding function. The **holding function** – caused by an optimized edge profile and additional clamping – provides an extra secure hold of the



screw on the screwdriver tip. Important for overhead work or even when working in deep spaces. **Works without magnetism.** Most important sales medium is the Wera **Automotive catalog** with all major automotive tools. For the field sales force in 2010 an **at-a-glance-guide** with the most popular products from the automotive range will be available, in order to provide a quick overview of the products along with product benefits to the workshop manager. A first step toward first product sales, which will then – thanks to his positive experience – lead to additional sales with the next order. At all important automotive exhibitions Wera is present

either directly, or represented through a trading partner. Therefore the Automechanika in Frankfurt/Main in september 2010 will be a real highlight. The special engagement at fairs and events will be complemented by a partnership with **Mr. Hayabusa**. He is **multiple World Champion** on the Suzuki Hayabusa and thanks to his TV presence a well respected opinion leader in its field. Wera and Mr. Hayabusa have formed a partnership, for example in joint stands at exhibitions shows such as at the Essen Motor Show in winter 2009. Through this unique partnership Wera will gain **additional awareness** and additional **word of mouth**.

Changes within the Wera organization



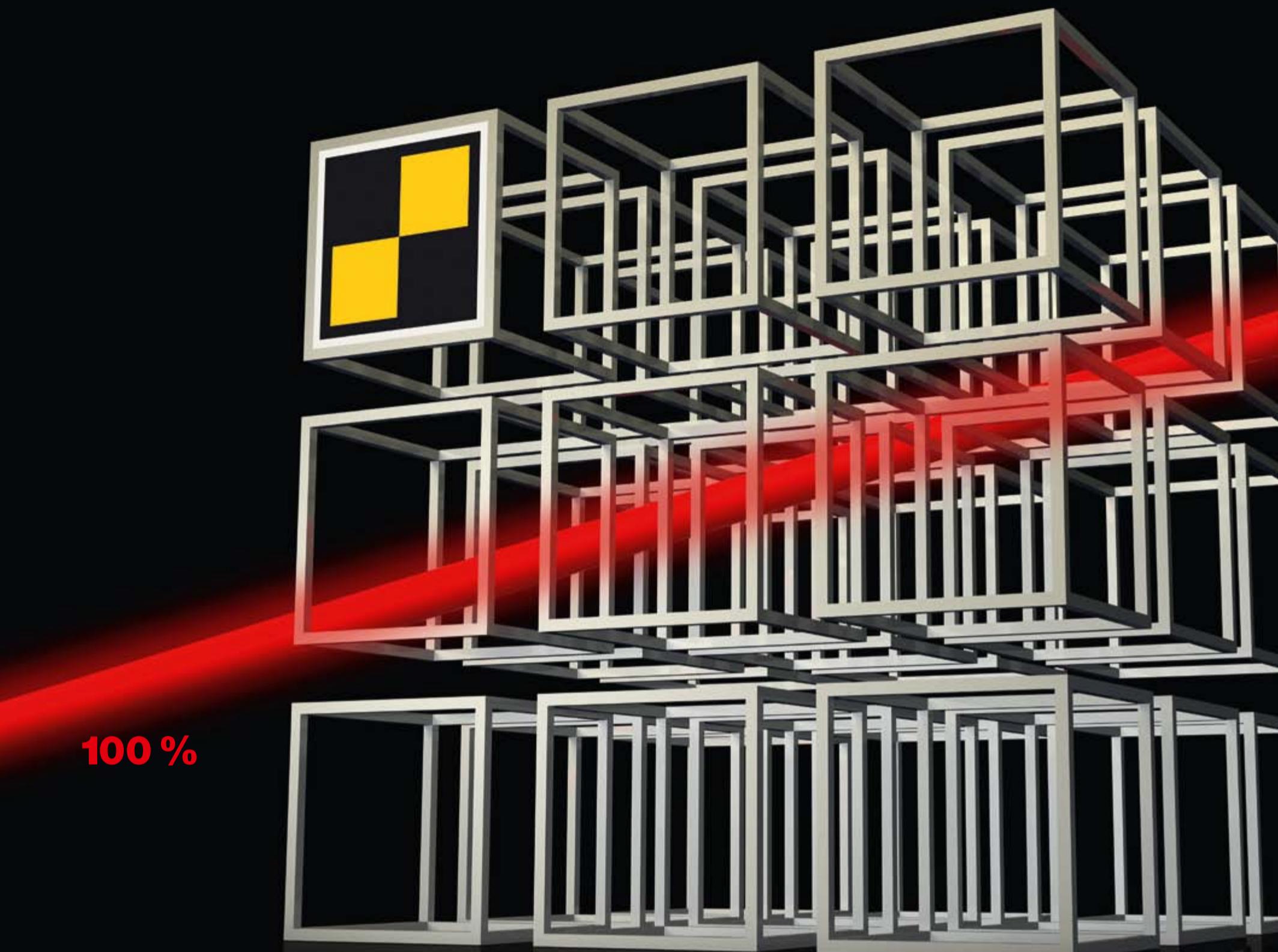
Ralf Tessun and Ralf Joesch

As of January 1, Wera has optimized their sales organization.

The new **Sales Director Europe Ralf Tessun (46)** was previously responsible for sales in Germany, Austria and Switzerland.

By expanding his area of responsibility Wera reflects the fact that European markets are integrating, thus a central responsibility will result in significant synergistic effects.

The former director **Ralf Joesch International Sales (49)** takes the position of Sales Director Overseas, in order to intensify the promising market developments outside of Europe.



100 %

THE RED LINE



LD 300



LD 400



LD 500



LAX 200



LAPR 150

Product highlights 2009/2010

115 %

“THE STABILA RED LINE”

Your customised sales optimisation strategy

We have been thinking about your future. If you are successful as a specialist stockist, we will be successful as a manufacturer of measuring equipment. We have developed a marketing strategy for you – a strategy which is both clear and enduring. And like all good ideas it is easy to implement. We have called our strategy “THE RED LINE” to represent the consistent theme running through all the marketing activities. Its end point is the successful conclusion of a sale to your customer.

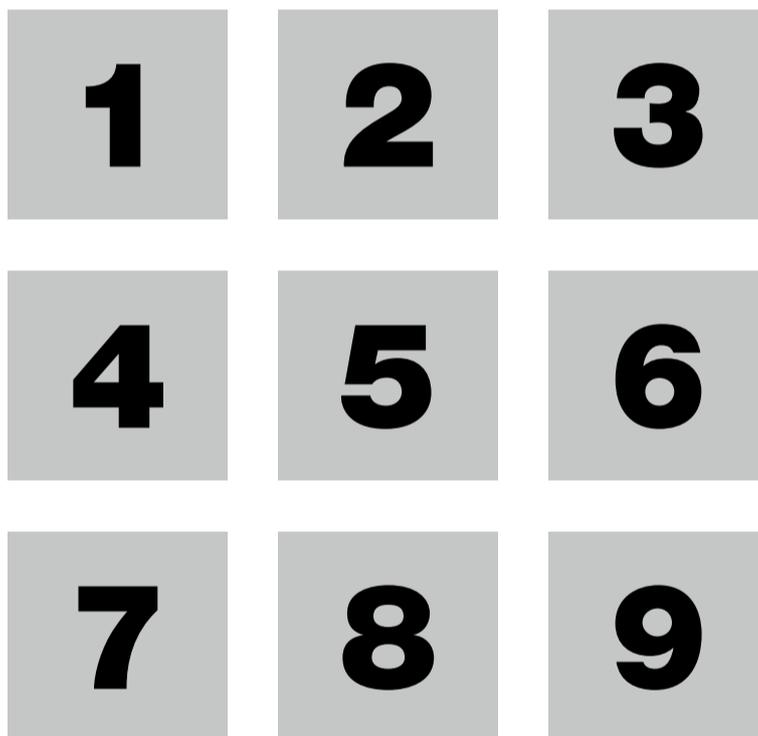
THE “RED LINE” is a free STABILA service which will secure an average sales increase of 15 % for our partners.

The average of 15 % is not an assumption but a fact. We can say this because a large number of our specialist stockists have been using the “THE RED LINE” systematically for several years. All of them have recognised that the days of just selling a product are long gone. The challenge today is to enable the customer to make the right purchase decision. This can be done with the STABILA strategy of “THE RED LINE”. It is based on nine marketing modules which we will be happy to present to you in a face-to-face meeting. Thirty minutes later you will know the contribution which “THE RED LINE” can make to the success of your business and therefore to your future.

STABILA sets standards.

We have been developing innovative measuring instruments for over 120 years – instruments which are distinguished by absolute fitness for purpose and clear customer benefit. We are active in over 70 countries as a measuring instrument specialist. Our proverbial product quality and customer-oriented marketing have made us the market leader in many countries. Our work is always centered on absolute customer benefit: STABILA measuring instruments consistently guarantee the user a distinct advantage in his work.

“THE RED LINE” guarantees the specialist stockist a clear sales advantage.



THE RED LINE

STABILA'S “RED LINE” is a proven sales optimisation strategy which is free of charge. It consists of **nine marketing modules** which we will be happy to reveal to you in private. Contact us – We would be pleased to hear from you. www.stabila.de



196-2 LED



196-2 electronic (IP 65)



106 T



BM 50

KNIPEX series: classic tools, now even better.

Alligator 300 with an impressive gripping capacity

Last year KNIPEX optimised the Alligator 250 and it has now become a series. Title: KNIPEX classic tools, now even better! The main performer in the current series is the Alligator 300. It has an impressive 30% greater gripping capacity and a slimmer shape.

which increases the reserve gripping power. With its slimmer head and joint shape, it can access workpieces more easily. The familiar distinctive feature of self-locking jaw geometry for reliably gripping flat, round and multi-edged profiles should be mentioned too. And of course the



If an experienced plumber is asked why he uses the alligator, the answer comes promptly: "because I need a sturdy tool that can withstand work in dirty environment. Of course, I also like it because I have become so used to it. I can always rely on my Alligator." And they can continue to do so, promise the technical designers at KNIPEX: "We are improving the capabilities of our alligator models but we will never change the character of the tool". In other words: the Alligator will continue to be the Alligator but now better than ever.

Alligator 300 with a reserve pipe-gripping capacity of up to 2 3/4" and AVF 60 mm; that corresponds to the gripping capacity of regular 1 1/2" pipe-gripping pliers, which are substantially larger and heavier.

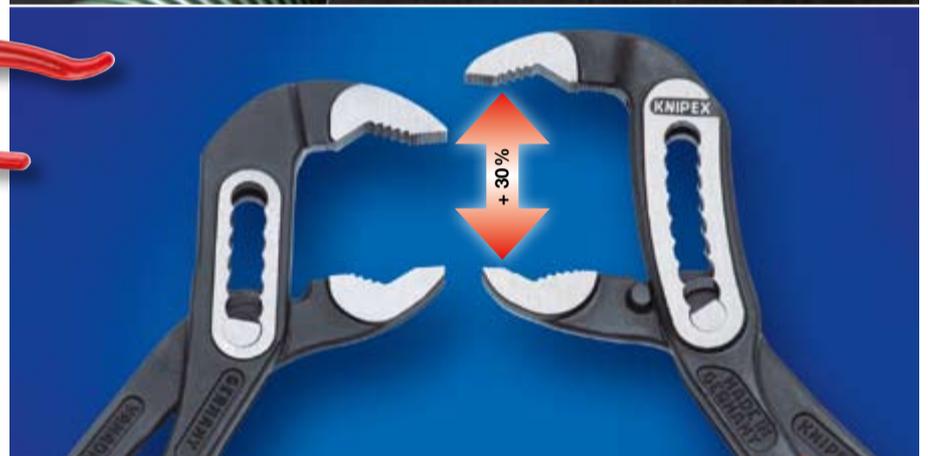
Alligator 300 continues to be a tough tool which is particularly suitable for outside use.

Convincing alternative to pipe wrenches.

The new Alligator 300 can do more than the previous model. But that's not all. A convincing comparison with regular pipe wrenches: the Alligator 300 is 35% lighter than 1" pipe wrenches and therefore has the reserve gripping power of 1 1/2" pipe wrenches. There is always something new to discover – even in a time-tested classic tool such as the Alligator 300.

9-position adjustment and improved accessing powers.

The optimisations in the Alligator 300 are indeed worth trying out: it offers 30% more gripping capacity with 9-notch adjustment positioning,



New generation now complete



Cobra 180 too presents new performance features

The Cobra models in sizes ranging from 180 mm to 400 mm now have an improved fine adjustment, a larger jaw opening and a slimmer head shape.

In the Cobra 180 the reserve gripping capacity now extends to a width across flats of 36 mm. Having 18 setting positions, it adapts more easily to a variety of workpieces. This

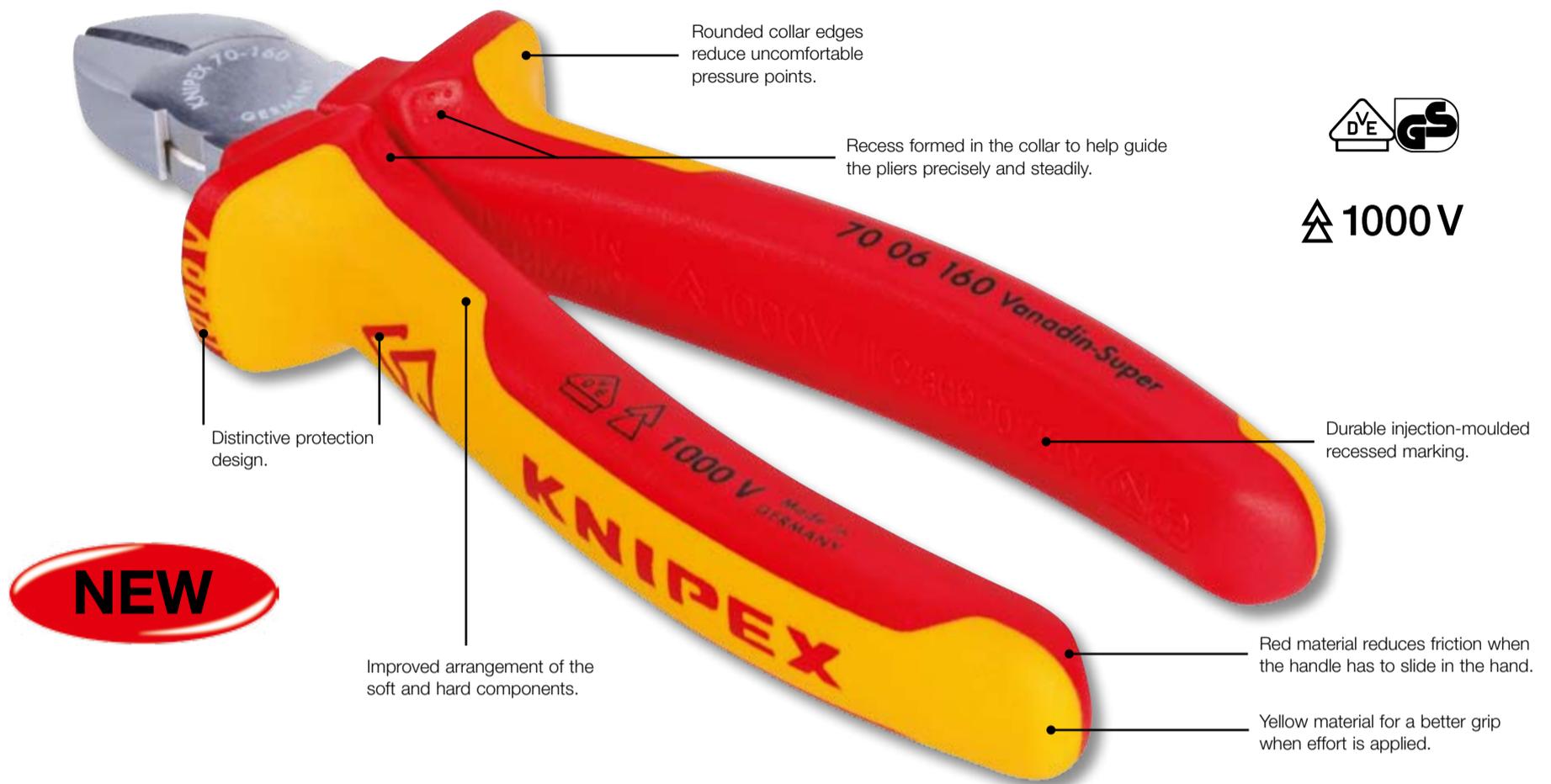
automatically makes gripping positions more comfortable. The slimmer head shape improves the ability of the Cobra 180 to access workpieces.

With the Cobra 180, the 250-mm, 300-mm and 400-mm models now form a large newest-generation Cobra family.



Noticeably enhanced protection

KNIPEX has redefined the design of VDE plier handles



As soon as you hold the pliers, you notice that the new handles make working with KNIPEX VDE tools a lot more comfortable. They fit ideally into your hand during all work routines.

Hand tools from KNIPEX are made for professional users, with whom KNIPEX is traditionally closely connected. This is obvious in the new VDE handles. In close co-operation with professionals, the work steps in crafts and industries were analysed

and evaluated. The design engineers then implemented the empirical findings into the production of materials and geometry. This gave rise to an innovative gripping design, which tangibly increased the comfort of using VDE tools.

Optimised arrangement of the soft and hard components.

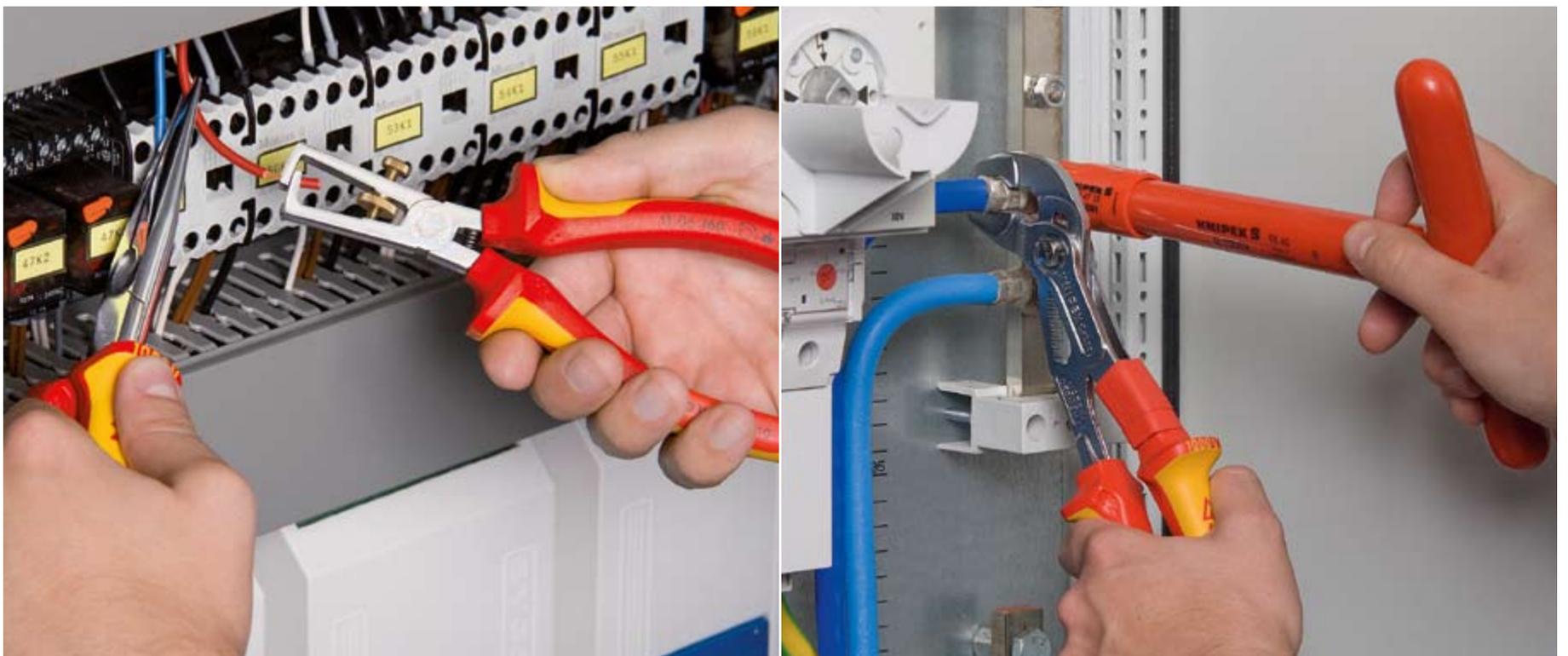
The difference is felt by anyone holding the KNIPEX pliers with the new VDE handles. The optimised arrangement of the soft and hard

components ease work movements with the pliers: yellow material for a better grip when effort is applied. Red material reduces friction when the handles shall slide in the hand. The rounded off collar edges counteract unpleasant pressure points. The recess formed for the thumb allows pliers to be guided precisely and steadily when pulled or pushed during work steps and also supports the thumb. The increased demand for extra protection for work on electrical

installations is completely satisfied by the VDE tools with the new handles.

Distinctive safety design.

New gripping design for extra protection with more comfort – Electricians can trust the protection provided by VDE tools from KNIPEX while they do their work.



Wera is looking forward to the Soccer World Cup



The entire company, but also its trading partners are hot for the World Cup in South Africa. To make this interesting subject not only fun, but also promote sales impact, Wera has developed a special football-loyalty promotion.

All trading partners, who during the promotion period, purchase specific Wera Products receive an attractive bonus, either used for the company or used as an incentive for the best

salespersons. The following products participate: Zyklop, Stainless steel, Kraffform Fluid plus new products launched at the Cologne show (see pages 14 and 15).

Reward program:

- For a purchase value of € 2,000 the customer receives a watch in football design.
- For a purchase value of € 3,000 the customer receives an official national team jersey. These shirts



are available from 32 different countries, the usual sizes to choose from.

- For a purchase value of € 4,000 the customer receives the official World Cup ball, "Jabulani" from adidas.

This reward catalog will provide an additional sales boost and the football fever continues to heat up.

Get involved!

P.S.: A good example of a **successful rewards program** is the Lufthansa Miles & More program. There, too, Wera tools participate.

In the Christmas season, the Miles & More members could receive a professional tool made by Wera.

Miles & More
Lufthansa

NEU | Wera Kraffform Kompakt 62
Professionelles Werkzeug zum Schraubendrehen per Hand oder Maschine. OB Profi oder Heimwerker, dank dem 33-teiligen Set mit langlebigen 89-mm-Einsätzen (Bits) und allen wichtigen Profilen sind Sie stets bestens ausgerüstet. Durch die Rapidaptor-Technologie können Sie die Bits blitzschnell wechseln, der Kraffform-Griff garantiert eine hohe Arbeitgeschwindigkeit und schont gleichzeitig die Hand. Inklusive Tasche, 1 Handhalter und 32 Bits. Größe (B x H x T): 13 x 111 x 5 cm. Gewicht: 702 g. Farbe: Schwarz/Grün.

€ 75 oder 22.000 Meilen Art.-Nr.: 1735940

Simply doubly useful!

KNIPEX wire rope shears for cutting and crimping

There are wire rope shears and there are crimping pliers – and now there is one tool for both these functions. KNIPEX has equipped the new forged wire rope shears with two additional crimping profiles.

The wire rope shears cut all wire ropes and even pass the test of strength: it is also suitable for high-tensile piano wire. The result is a clean cut every time without deforming or splaying the wires.

Cutting and crimping Bowden cables.

The additionally integrated crimping profiles prove to be extremely useful, allowing Bowden cables to be processed with just one tool. First, the Bowden sleeve is cut to the right length and the



end cap is crimped onto it. Then the inner Bowden cable is shortened to the required measurement length.

Ideal for work on two-wheeled vehicles.

With this dual function, the clean-cut KNIPEX shears are sharp and ready: They are ideal for work on bicycles, motorbikes and motor vehicles and wherever wires are strained, for example in interior decoration.

Forged

Less effort and more ease.

Their handy size and internal opening spring allows for comfortable and efficient working. The high transmission ratio supports hand force effectively and

the adjustable screwed joint allows precise blade guidance.



More than a clamp – a total clamping concept

Could you use a high-strength, large surface, parallel jawed clamp for sensitive surfaces like cabinets? With BESSEY's REVO body clamp, it's not a problem. But the clamp is capable of more – thanks to technical innovation and relevant accessories.

With clamping forces up to 7,000 N and large clamping surfaces, the REVO body clamp is universally applicable – even behind and at the sides of the high-quality profiled rails. The REVO allows one to clamp right angles in ways that conventional screw clamps are unable to replicate.

Variable in use.

The REVO body clamp comes in two versions: KR with fixed upper part and KRV with variable upper part. With the KRV, the upper part can be positioned smoothly and freely by pressing the release button. The weight of the clamps is thus optimally distributed on the workpiece, which is particularly noticeable with long clamps. Using it for spreading is also quite easy by means of conversion without the use of tools: remove the end stop, switch the jaws around on the lower part and refit the end-stop.

Protection down to the last detail.

All the body clamps have over three removable protective caps. They are glue-repellent and also resistant to paint and grease solvents. While the clamping surface is being utilized to the maximum, they prevent direct contact between workpiece and grooved steel rail.

Even more applications

But there is still more that is part of the BESSEY body clamps concept. Thanks to REVO-specific accessories, the areas of use are becoming ever more flexible.



For clamping at greater than right angles, BESSEY supplies the **KR-AS tilting adapter**, which can easily be attached to the clamping jaws without tools. The tilting adapters adapt to the workpiece, regardless of whether it is v-shaped or trapezoid. The additional module can be tilted smoothly within a range of 30°.

And as if that weren't enough, REVO has an extra feature to offer for clamping frames: the variable **KP frame press set** consisting of four 90° angles. By using it, the clamping pressure can be set separately by inserting two clamps per corner.

Thanks to **TK 6 table clamps** the body clamps can be easily attached to a workbench, using workpiece overlays.

Could there still be more?

No problem: Quite new to the product range is the **KBX body clamp extension**. This simple but clever clamping connection made from sturdy aluminum makes it possible to increase the opening capacity by up to 5 m.



REVO KR body clamps and the KRV Vario version



KR-AS body clamps with tilting clamping jaws



KP frame press set body clamps



KBX body clamp extension

NEW

Type 196-2 electronic IP 65: the ultimate

In the last edition of Qfaktor, STABILA reported the success story surrounding electronic spirit levels. At the International Hardware Fair in Cologne, STABILA launched the ultimate of what is technically feasible today – the Type 196-2 electronic IP 65.

STABILA'S ultimate in spirit levels combines everything that makes the tradesman's heart beat faster – whatever his trade! The brand-new successor to the Type 196-2 electronic best-seller is faster, better, stronger.

Even faster: immediate measurement – the 196-2 is ready for work after less than half a second. No need to wait for the reading to settle. Measuring can start right away.

Even better: The two digital displays have optimal clarity of display in every situation. They can be illuminated at the touch of a button. Ideal for working in half-light and in your own shadow, speeding up work and increasing safety as well as accuracy, of course. An intelligent sensor system monitors functionality and uses an optical signal to indicate if



calibration is needed. If the spirit level is inadvertently tilted forwards or backwards, the user is warned – the measured reading is hidden and a light flashes. The level has yet another safety feature: when working with a reference angle, the Key-Lock facility prevents the defined angular measurement from being altered. But with so many electronic features, what about the battery life? Using AA batteries, it is about 150 hours – at least three times longer than for the previous model. Rechargeable batteries can also be used, of course. The spirit level also possesses an

acoustic guidance system with three different audio signals.

Even stronger: the new 196-2 electronic is fully washable. It meets the requirements of IP 65* and is therefore protected against water and dust. As is usual with a STABILA product, the whole spirit level is extremely robust. The new shock-absorbent end-caps, which absorb the energy of a fall if the level is dropped, are further proof of the durability of STABILA products. The bottom line: the profile, measuring surface, electronics and the new

end-caps are all optimally protected. **Should you include this superstar from the world of measuring technology in your range? You must! And also its partner, the Type 196-2-M electronic IP 65, the version with rare earth magnets. "Made in Germany" quality combined with outstanding practical on-the-job advantages is an unbeatable sales argument for the specialist stockist.**

* IP 65 protection against penetration by dust. Protection against water spray (jet) from any angle.

Wera: This ratchet is a hammer!

Wera presented a literally very strong world first in the assembly tool segment at the International Hardware Fair/Practical World 2010 in Cologne. The multi-functional Koloss developed by the tool specialist is the first ratchet that can be used not only for fastening but also for hammering, striking and aligning without risking any damage to the tool.

The starting point for the new development was the fact that ratchets are often used as hammers in real life – a practice that often results in the destruction of conventional tools. By contrast, the new “**Koloss**” can safely be used as a hammer; in fact, it was specifically designed for this purpose.

Koloss: A world first for a new segment in the tool market: a ratchet with a license to hammer.

During the product presentation at the Cologne fair Wera explained why the combination of ratchet and hammer has to meet higher quality requirements.

- Since hammering subjects the tool to extremely high forces the **hammer head is pinned** to the shaft in a form-fit joint to prevent any part of the tool from accidentally becoming detached.

- Designed to be protected during hammering, the square drive automatically gives way to impacts and therefore cannot be damaged when the tool is used as a hammer.
- The zinc **phosphate-coated** hammer head is forged to ensure that the tool can be properly used as a hammer.
- The hammer part can be covered with a protective pad, if necessary.
- The **tubular** hammer/ratchet shaft is a particularly useful feature because it minimises impact vibrations and protects users against injury.

The Koloss is not only a complete hammer but also a complete ½” reversible heavy-duty ratchet.

The new Koloss is suitable for forceful loosening and fastening of screw connections as well as precision work in delicate applications.

- The **fine-tooth** reversible ratchet has a return angle of only 6°. This makes it easy to work even in confined conditions.
- The Koloss has a **right/left** function designed for heavy-duty applications. The push-through square drive was developed specifically for these special requirements and is considerably more robust than a switch-based forward/reverse mechanism.
- The manufacturer guarantees tool's reliability at loads of **600 Nm**.

The new ratchet has a number of other practical features and functions that make work easier. A removable retaining ring allows the Koloss to be cleaned or lubricated without any problems.

The shape of the handle is based on the Kraftform design used in other Wera tools and has been modified to provide optimum ergonomics also for hammering.

The distinctive name Koloss was chosen by Wera to give this unusual tool a unique and reasonable name. The name Koloss continues the use of names from the Greek mythology such as the Zyklop.

The Koloss has been designed for a wide range of applications and replaces two separate tools. Typical applications that involve hammering and fastening in quick succession include **mechanical engineering, vehicle construction and maintenance, civil engineering, industrial maintenance and wood or metal working.**

Wera offers a wide range of accessories for the Koloss to deal with a variety of everyday requirements.

- The extension enables users to transfer more torque and prevents any risk of damage or injury

potentially caused by the improper use of pipes or other similar objects.

- A pin, which fits into the end of the handle, can be used to centre lugs or align drill holes, for example.
- Rubber pad attachments are available for the striking faces to protect surfaces and components.

At the trade fair Wera emphasised that the Koloss with its multi-functional features opens up a completely new tool segment. In the future the user does not need a separate ratchet and hammer.

In the launch phase Wera comes up with a special test action for users.

All users who send in their experience with the Koloss by image and text, participate in a raffle.

- They can win a trip for two to the Colossus of Rhodes and one of 200 pairs of Wera sunglasses, which of course can be used as safety goggles when working with the Koloss.

The test action is made public by promotion card in the stores, in ads and on the Wera website.



The multi-functional Koloss developed by Wera, the tool specialist, is the first ratchet that can be used not only for fastening but also for hammering, striking and aligning without any risk.



The Koloss is a fully functional hammer with a drop-forged, zinc phosphate-coated hammer head. The square drive gives way to impacts to prevent it from becoming damaged when the tool is used as a hammer. The dry-fined striking faces can be covered with a protective pad, if necessary.



The new Koloss is a fully functional ½” reversible heavy-duty ratchet and suitable for forceful loosening and fastening of screw connections as well as precision work in narrow applications.

This bit-ratchet is extremely robust

NEW



The new bit-ratchet in a Kraftform design represents a particularly compact special solution that rounds off the range of ratchets made by the tool specialist.

Wera presents a compact and extremely robust innovation:

The new bit-ratchet in Kraftform design is a particularly compact solution that rounds off Wera's ratchet range.

The new tool was developed for **working environments** where cramped conditions make the use of manual or power screwdrivers impossible. This innovation represents a practical solution to a number of applications, including craftsmanship, industry and other specialist areas, such as medical technology, precision engineering, bicycle/motorbike technology, automotive or furniture assembly.

The Wera bit-ratchet is designed for easy, flexible fastening using $\frac{1}{4}$ " bits and sockets.

It is not only very **compact** but also extraordinarily **robust**. Forged from solid steel, the tool is able to transfer **65 Nm** of torque, which according to the manufacturer is an extremely high value.

The tool can also be used with Wera's **Rapidaptor bit holder**, which functions as an extension with a free-spinning sleeve for better guidance. The Wera bit-ratchet has a **fine tooth mechanism with 60 teeth** resulting in a small **return angle of only 6°**. The **forward and reverse switch** has been designed

so that it can also be operated with greasy hands.

The Wera bit-ratchet achieves **high working speeds**, not least thanks to its thumb wheel, which can be used to fasten or loosen screws. This feature greatly accelerates the fastening process because the handle has to be used only for the last few turns.

The new Wera bit-ratchet has a matt chrome surface that offers special corrosion protection and provides high wear resistance.

Ergonomics and product design had to meet exacting requirements during the development. As a result, the tool also shares unique **Wera Kraftform design**.

The Wera bit-ratchet is sold **individually or as part of a set**. The set includes a **30-piece Bit-Check with a bit-ratchet and an adaptor** for $\frac{1}{4}$ " sockets.



A new set includes a 30-piece Bit-Check with a bit-ratchet, an adaptor for $\frac{1}{4}$ " sockets and a Rapidaptor holder.



The new Wera bit-ratchet was developed for working conditions where confined space makes the use of manual or power screwdrivers impossible.



A clever angle

Cable shears with telescopic handles and angular positioning

To cut thick cables in confined work areas, electricians used to need a lot of effort and even more aptitude. Now all they need is a pair of the new cable shears from KNIPEX.

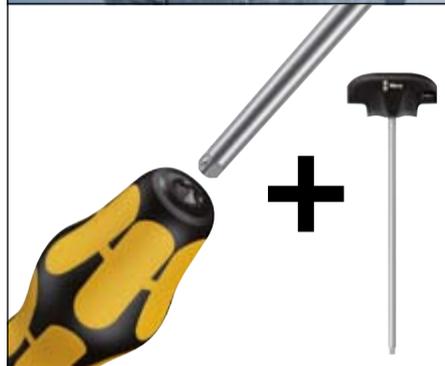
With the adjustable telescopic handles and angular positioning, the cable shears can be adapted to suit the respective cutting situation. Accordingly, cables up to 38 mm in diameter can be cut easily and cleanly, even in restricted conditions.



Handles can be telescoped to three different lengths

- 550 mm
- 600 mm
- 650 mm
- 700 mm

Wera news ticker



+++++ News ticker +++++ News ticker +++++ Besides **Koloss** and **bit-ratchet** Wera presents more new products in March 2010 +++++ **Magnetic sockets** in a practical belt pouch. 8 sizes at 50 mm length (Item No. 869/4 M). **Optimal promotion** through transparent packaging +++++ The **Chiseldriver with inner square**. Now with T-handle, to be prepared for jobs

that require high torque +++++ **XXL Set Torx®**: The most common screwdriver in one set – Chiseldriver, VDE tools and workshop screwdriver. Now also with Torx® blades +++++ **Krafform Kompakt 60i/65i/67i/16**: The version without the blades for switchboard cabinets, but with the frequently asked Torx® blades +++++ News ticker +++++ News ticker +++++ News ticker +++++

Sudoku: Win valuable prizes

Add per colour the numbers. The new number stands for the appropriate letter of the alphabet. You note it in the respective colour field of the solution line. Please e-mail your solution to info@Qfaktor.de. All entries must arrive no later than 31.03.2010.

							1	7
	4	3					2	
			3		8			5
6					3			
1			4	5	6	8		
2				8		4		
	5							
		6					3	1
			1	4	2		8	

ANSWER:



3 x toolboxes of tools to the approx. sales value of 1,000 Euros.

From all competitors we draw three winners who will receive a filled toolbox of tools to the approx. sales value of 1,000 Euros. All Qfaktor readers can enter. The 3 winners will be drawn out of all of the entries. All coworkers of the companies BESSEY, KNIPEX, PARAT, STABILA and WERA can not take part. The decision of the draw is final and cannot be brought before a court of justice. This competition is governed by German law.

Qfaktor

info@Qfaktor.de
www.Qfaktor.de

Hutt & Camen Kommunikations-Design GmbH
Nordstraße 9
59555 Lippstadt, Germany
Phone 0049-(0)2941-9678-0
Fax 0049-(0)2941-9678-44

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Editor:
Bernd Camen
(Responsible editor)
Phone 0049-(0)2941-9678-11
Fax 0049-(0)2941-9678-12
bernd.camen@huttundcamen.de

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