



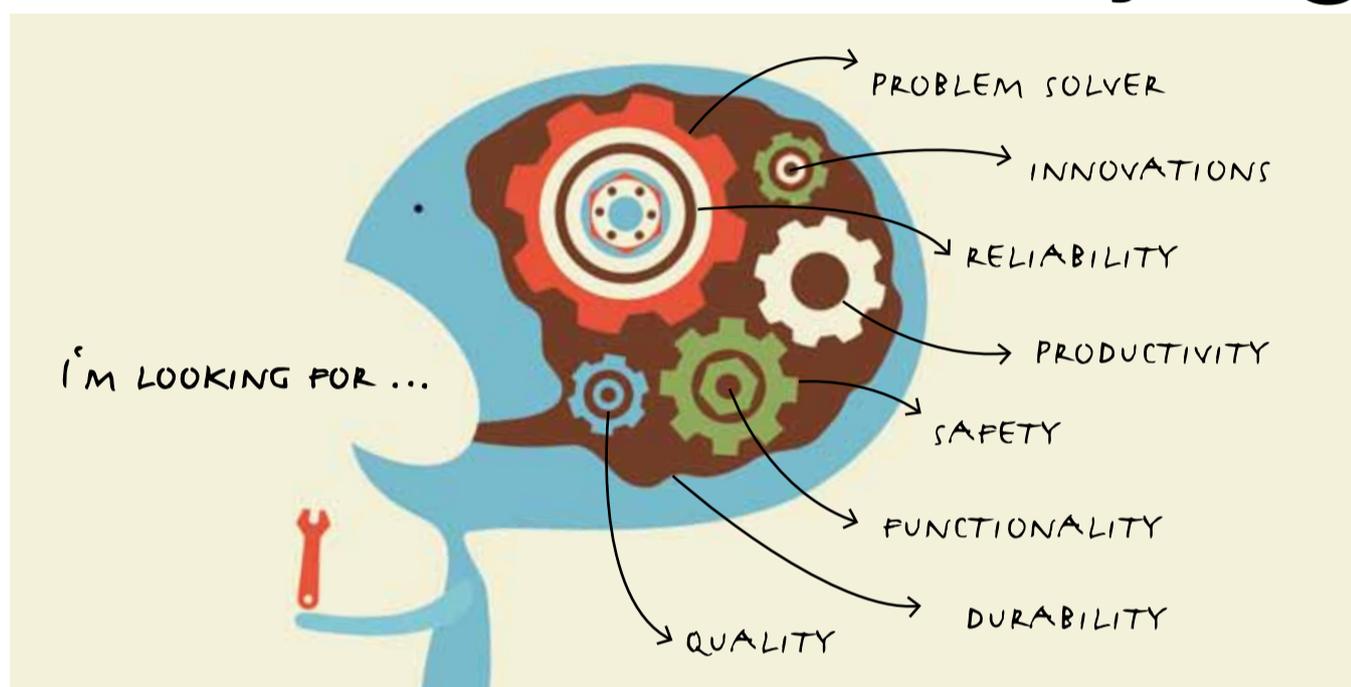
The magazine for
decision-makers



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

Criteria when buying



He who saves in the short term, pays for it in the long run. He who invests in brand name tools, increases the productivity of his company on a long term basis.

But as a rule, businesses only invest if they can see the benefits of the investment. This can also be said of craftsmen: They buy quality tools because the benefits are greater than the costs. But what are these benefits exactly? Quality tools are one thing: well thought out. They are developed from practical experience and are perfectly matched to the needs of the user. Such tools are easy to use, they function perfectly, they are extremely reliable and safe. They help you solve problems on a daily basis. Therefore first class tools save a lot of time and money. They also help to prevent accidents as inferior tools just do not meet these factors.

High-quality brand name tools increase productivity, efficiency,

safety and satisfaction. Based on these criteria, it pays to invest in quality. Because the price-performance ratio is positive: The investment increases the productivity and hence profitability.

Qfaktor brand name tools are manufactured with great care from the highest quality materials. There is very little wear allowing a long service life. Many users rely on their tools over decades because they can be trusted. This level of reliability can not be matched by inferior tools. We as manufacturers of quality tools honour the trust of our customers. We invest in research and development. Our future aim is to make our products even safer, more comfortable and more efficient. We offer a wide range of tools including specialty products which meet the specific requirements of our customers. We hold a variety of patents. For our innovative strengths we enjoy worldwide recognition. Our service is qualified and customer-

oriented – that is also reflected in our seals of approval and awards. We as Qfaktor partners work tirelessly that the investment in our quality tools are worthwhile for the user. Consequently also benefiting you as a specialised dealer.

These benefits must be communicated to the user accordingly. You can e.g. as a dealer let the customer try out the tool in store.

By direct comparison, the differences between quality tools and cheap tools becomes immediately apparent. Then the only question is: Does the customer want to invest now for years to come in faster, safer, and more satisfied user-oriented work? Or does he want to save in the short term therefore multiplying the unnecessary use of cheap tools? If the user takes into account the entire tool life and can try out the difference for himself, the choice is clear.

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www.Qfaktor.com



What does a “strong brand” mean for the purchase decision?

Liebe Leserin, lieber Leser.

Germany is a good country for experts. The customers frequently have distinctly greater appreciation for specialists who have focused on a particular segment than for generalists. This is because they expect something from a branded product. Every brand creates a picture, an idea, a promise. All publishers of Qfaktor are seasoned brands which are firmly established on the market. Some have been in the business for over half a century whilst others, like our partners Bessey and Stabila, celebrate their 125th anniversary this year. Whether tool cases, clamping tools, screwdrivers, measuring equipment or pliers, these brands have assumed the thought leadership in their market segment and are specialists in their field.

Any company having achieved this for its products has already come a long way. At KNIPEX, for example, trust has been built up over four generations through continuous performance in functionality, depth of range and service. Every generation set its own accents, but did not ever lose sight of the brand, its competence and values. As with the other Qfaktor brands, KNIPEX concentrated on a certain market segment. The brand is clearly distinguished from the competitors and its core performance is clearly recognisable and perceivable for the customers. And last not least, the innovative strength was and is essential for brand manufacturers. This lets them stand out from the competition in a fast changing

competitive environment. For customers, the continuous adjustment to their requirements and needs has become a part of the brand promise.

What does this all mean to the customer and does it actually influence his purchase decision?

On purchasing a brand article of the Qfaktor publishers, the customer is not only buying a tool, but also a commitment to quality, reliability and service. He has the feeling of making a good decision on purchasing a brand product. This provides guidance and reassurance. It is, of course, important to be well informed about the product but the effect beyond reason is just as vital: the emotional connection to a brand.

Brands are a strong criterion when making a purchase. They offer guidance because they have an informative and trust function. They reduce the purchase risk because they stand as a signal for high quality. A brand purchase may mean an increase in prestige for the buyer so that a strong brand ultimately also has a symbolic function.



Andreas Montag,
Head of Marketing,
KNIPEX-Werk
C. Gustav Putsch
KG, on behalf of
BESSEY, KNIPEX,
PARAT, STABILA
and WERA.

Competition Winners

When we circulated the last edition of Qfaktor in autumn 2013 we included a draw for three sets of tools with a total value of about 1,300 Euros. We hope that the three lucky winners will

enjoy using their prizes. Would you like to be one of the lucky winners?

Take your chance and take part online – www.Qfaktor.com

Light with a system

Where a normal torch light ends, PARAT begins. With PARALUX® and PARAT X-TREME®, the company has two light series with the highest safety requirements and maximal luminosity in the product range.

PARAT will introduce the new light series PARAT X-TREME® Professional Lighting at the international hardware show: the lights in this series have the proven quality of the PARALUX® series (100 per cent water, air and dust proof), but offer more luminosity. This is possible due to the waiving of the ex-protection. In many areas of use, the highest safety standards are not necessary – nevertheless, professional lights are requested

which are sturdy and shock proof as well as water, air and dust proof. All this is found in the lights of the PARAT X-TREME® series – and with more luminosity.

The models are also suitable for the helmet mount PARASNAP®. This innovation makes it possible to attach the torch on a helmet or belt in just one grip and just as easily remove it so that the light is always where it needs to be. It is made possible through the combination of magnetic connection and mechanical locking.



Simply smart – the laser distance measurer LD 520



Digital target locator using a built-in camera with crosshairs.

- Very useful in strong sunshine and over long distances: you no longer have to look for a little red laser point.
- 4 x zoom.
- High-contrast colour display.
- 360° inclination sensor for complete flexibility.
- Bluetooth® Smart 4.0 for data transfer.
- Comprehensive package of measuring functions.
- Control buttons can be assigned individually.
- Calculations made easy with integrated calculator.
- Maximum precision even over long distances.



We have developed a free app for your iPhone or iPad, STABILA Measures, which enables you to produce drawings of areas, spaces and buildings, or quick sketches by hand and to dimension them directly. Also measuring data can be easily inserted into photos of the site.

Innovation with tradition

Two business areas make the company unique: This positioning of BESSEY as a producer of tools and precision steels ensures significant advantages in terms of quality.

The company is celebrating its 125th anniversary this year.

“The medium-size Swabian company has long since grown into an international group of companies that operates in virtually every country”, reported Carsten Spang, Member of the Management Board of the BESSEY Group. For Spang the 125-year anniversary is a milestone and thus a special occasion to look towards the future. He has quite the positive outlook: “Made In Germany” will continue to be a key sales argument. We experience that every day in Germany as well as in Asia, North America and other vital export markets. Our quality and service is greatly appreciated across the globe.”

125
YEARS



The BESSEY success story all started with steel and its unique processing methods. The company was founded as a bright steel drawing plant in 1889 by Max Bessey in Stuttgart-Obertürkheim. Today BESSEY Präzisionsstahl GmbH is one of the leading German manufacturers and independent providers of bright and stainless steels. Thanks to the certification of its quality management systems according to ISO/TS 16949, BESSEY meets the highest standards of the automotive industry. BESSEY steel is used wherever there is a demand for maximum precision and optimum machinability.

The manufacturing of tools in which BESSEY steel is used started in the

1930s. Today precision steel rails and screw clamp spindles are still manufactured from the companies own production. Bessey's first own specially developed tool was an instant success: In 1936, Eugen Mayer, the company owner at that time, had his malleable cast iron screw clamp patented and the patent for a tempered all-steel clamp followed in 1952. BESSEY still remains the model for many innovative clamping tools. In 1979, with the takeover of Diener Werkzeugfabrik GmbH, a company rich in tradition, BESSEY expanded its product range with the already popular “Erdi” snips. Today BESSEY Tool GmbH & Co. KG has a worldwide presence in over 100 countries and primarily distributes

its tools through specialist dealers to woodworking and metalworking companies.

Its unique focus on customers is what sets BESSEY apart from the rest. “The motor behind many of our new developments is the close collaboration with our customers and the direct feedback of users”, explained Carsten Spang. “Our mission is to provide the right solution to each customer's special need through our range. If we fail to do so, this feedback is systematically collected and implemented in new developments”. No other tool manufacturers today even come close to such a broad and deep range at the same time: With over a thousand different clamping and cutting tools BESSEY meets the variety of tasks of craftsmen.

Tools from BESSEY facilitate the daily work – and more than that: Suitable quality tool is a significant safety factor.

The JOKER double open-ended wrench

Successful rapid screwdriving

Many users appreciate the JOKER on account of its four exceptional open-jaw product advantages:

- The **holding function** reduces the risk of losing nuts and bolts.
- The **integrated limit stop** can prevent slipping from the screw head and allows a higher torque to be applied.
- The double-hex geometry creates **multi-point, load spreading contact** on the nut or bolt. The exchangeable metal plate in the jaw with **extra hard teeth**, grips nuts and bolts. Together, both reduce the risk of slip.

- A **return angle** of only 30° to avoid the need for any time-consuming turning of the wrench in screwdriving applications.

It is no surprise therefore that WERA now offers additional wrenches that have a “smiling” jaw at both ends. All the fans of double open-ended wrenches can now breathe more freely. WERA now

offers the so-called JOKER double open-ended wrench.

It is ideally suited for the job of locking nuts and bolts. Available in the sizes 10/13 as well as 17/19 and as a part of the new 6-piece set that also includes 4 JOKER ratcheting combination wrenches.



WERA rewards its loyal customers



The football World Cup in Brazil is just around the corner and there is no greater fun than to enjoy the matches with family and friends and to put a decent sausage on the barbecue. To make sure that the sausage really tastes good, WERA is giving its customers a high-quality barbecue as a gift when a certain action-revenue is achieved for the campaign products.

You can obtain more details directly from your WERA contact partner.

Bringing our experience to the table – Clamping elements for welding tables

BESSEY has been a global market leader in the clamping tools sector for a long time. Now, the manufacturer of quality tools has a new goal: To bring a range of tried-and-tested clamping tools “to the table”. Thanks to new solutions and suitable accessories, BESSEY now offers a high-quality range of clamping elements for welding tables with 28 mm fastening holes.

Fixed or variable throat depth

With its TW28 range, BESSEY offers clamping elements with two throat depths: either 120 mm or 140 mm, and a clamping capacity of up to 300 mm. If you require even more flexibility when clamping then BESSEY has the solution for this with the clamping elements in the TWW28 range. They have a throat depth that can be infinitely adjusted.

Both series are characterised by a tempered profiled rail and sliding arm for sprung and elastic clamping, as well as the option to choose between three handle variants. The designs with the high quality 2-component plastic handle and the tommy bar have a smooth-running trapezoidal threaded spindle and offer tool-free pressure plate replacement. The lever handle variant with an indexing mechanism ensures controlled, fast and vibration-proof clamping.



Heavy-duty, custom design

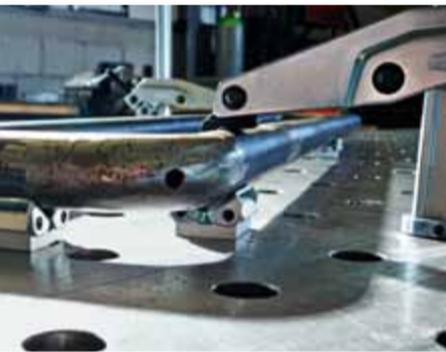
The TWM28 clamping element has a heat-resistant special pressure plate with sintered steel insert, which can be pivoted up to 35°. The standard design with a smooth clamping surface can be replaced by a design with a grooved surface for a secure grip on dirty workpieces or a design with a V-groove to affix round, oval and angular workpieces.

On the TW28GRS gripping arm variant, the spindle is located behind the rail. This ensures free access to the work area and protects the spindle against welding spatter. This benefit is particularly noticeable when clamping with the tightest of space constraints, in narrow openings as well as for short projections. The TW28GRS is pivotable and infinitely adjustable in terms of height. The sturdy V-grooved pressure plate also enables round or square workpieces to be clamped.

Vertical toggle clamps expand the BESSEY self-adjusting toggle clamp range

The BESSEY toggle clamps were already available in eight variants. The manufacturer of quality tools has now expanded its range with a further variant: the STC-VH vertical toggle clamp with a horizontal base plate in two sizes.





Perfect for railings

Whether the workpiece is round, oval or square, the TW28VAD and TWWAD vario table clamping attachments are ideally suited. This is because they can be infinitely adjusted to the workpiece being welded, from 60° internal to 60° external. In the variant with a bolt (the TW28VAD), the workpiece can be aligned and affixed to the workbench quickly and easily. The TWWAD (the design without a bolt) is suitable for variable movement on the table, e.g. to weld frames.

Existing machine table clamps

If you are currently working with BESSEY machine table clamps BAS, BSN, GRS or BSG, these can also be used on welding tables. The TW28HO attachment makes it possible: by simply screwing it into the hole on the bottom of the machine table clamp.



Applying the toggle clamps

The BESSEY toggle clamps are the quickest and most flexible variants for affixing workpieces. Thanks to the TW28A-STC adapter and the appropriate TW28X extension, BESSEY toggle clamps with a horizontal base plate can also be rapidly applied to welding tables. The toggle clamp adapter is suitable for use with a bolt (for direct use on the welding table) and without a bolt. The adapter is screwed to the TW28X extension here. Lowering of the extension's round workpiece is infinitely adjustable using the adjusting ring in the table.



With its new toggle clamps, BESSEY has succeeded in transferring the screw clamp principle – quick adjustment to different opening widths. The self-adjusting vertical toggle clamps combine innovative technology with the highest BESSEY quality and therefore enable quick, precise work. This saves time because cumbersome adjustments are no longer required. This provides a real cost saving for small batches in wood-working and metalworking companies.

Unique technology

The lever is in a vertical clamping position in the latest member of the toggle clamp family. This vertical toggle clamp is available in two sizes, each with a horizontal base plate.

Both are infinitely adjustable to the clamping height. The clamping height difference, which is evened out automatically, is up to 20 mm for the small STC-VH20 and up to 40 mm for the larger STC-VH50. The clamping force remains almost the same during height adjustment.

Time-consuming manual adjustment of the pressure screw position is not required.

The clamping force is also freely adjustable in the vertical toggle clamp, because not all applications or materials require the maximum clamping force. It is up to 1,100 N for the STC-VH20 and up to 2,500 N for the STC-VH50. Thanks to an adjusting screw in the joint, the clamping force can be adjusted perfectly to the workpiece without having to use tools.

Perfect down to the last detail

The tried-and-tested elements of the other BESSEY toggle clamps have also been retained for the new vertical toggle clamps: Sturdy, tempered sheet steel ensures long service life and the high-quality, ergonomic 2-component plastic handle is oil-resistant. The base plate hole pattern is suitable for millimetres and inches to ensure that the new toggle clamps can be used quickly anywhere.

Minimum size – maximum quality: The model 125 pliers wrench from KNIPEX

Following the launch by KNIPEX of the 400 mm long pliers wrench XL in the autumn of 2013, this tool family is now being supplemented for the hardware trade fair by a mini version with a length of just 125 mm and a gripping capacity of up to 23 mm (7/8").

The latest version of these professional pliers is so small and light that it can be used for work anywhere.

Like an extension of your finger

The smooth gripping jaws on the small pliers wrench gently grip quality screw joints as if we were using our fingers to do so, and there is zero backlash jaw pressure. The wrench opening can be adjusted quickly and directly on the workpiece pressing the button. The mini pliers wrench is unrivalled when it comes to small screw joints, even with sensitive surfaces. But it grips much more forcefully than our fingers: the tenfold manual force transmission enables

the smallest pliers wrench to build up very high pressing force.

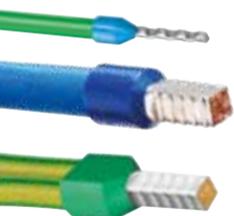
A professional will quickly see how many application possibilities there are in the 12.5 cm small all-rounder. These include screw joints, pressing of contact adhesives, breaking open cable ties or use as a mini bench vice. User-friendly pliers for all purposes that you won't want to do without.



Larger crimping capacity – less effort

The KNIPEX self-adjusting crimping pliers for end sleeves (ferrules) are now available with increased capacity

Expanded capacity of square crimping for end sleeves (ferrules) up to 16 mm²

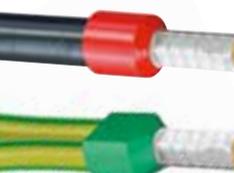


Art. No. 97 53 04
Square Crimping
from 0.08 – 16 mm²

Crimping capacity can be switched over simply from 10 mm² to 16 mm².



Expanded capacity of hexagonal crimping up to 10 mm²



Art. No. 97 53 14
Hexagonal Crimping
from 0,08 – 10 mm²



The automatic adjustment to the size of end sleeves used offers the professional reliable and fast crimping of cable connections.

KNIPEX has now extended the application range of Model 97 53 04 crimping pliers for end sleeves with square crimping profile from 10 mm² to 16 mm². The switch to the larger capacity of 16 mm² is achieved simply by lifting and turning a button by 180°. There is also increased capacity from 6 mm² to 10 mm² for Model 97 53 14 crimping pliers for end sleeves with hexagonal crimping profile.

The extension of the crimping scope makes both models of pliers even more effective because they now completely cover the common application range, rendering further crimping plies for the large conductor cross-sections unnecessary.

The extension in crimping capacity has been coupled by a 20% reduction in

the effort required. Additionally the handle width has been reduced to improve ergonomics. This will particularly please 'heavy crimpers', because large conductor cross-sections can now also be crimped with substantially greater ease.





The new 00 19 23 V1 Pliers wrench display stable, attractive and practical. The pliers hang securely and look more distinguished against the black powder coating. Ideal to present the ingenious professional tightening tool, which is available in five other versions: 150, 180, 250, 300 and 400 mm.



Position – Push to adjust – Done

What can be done to improve the KNIPEX Cobra®?

They are the most well-known and popular KNIPEX water pump pliers. Their specially hardened self-locking teeth hold pipes and nuts; they do not slip on the workpiece, and due to the fine adjustment can be ideally adapted to the most diverse components. They are stable, engage securely and the guard prevents operators' fingers being

pinched. Professionals love them. So should KNIPEX make changes to this highlight? We aren't. KNIPEX has not changed the Cobra®, but rather has added something – the icing on the cake so to speak.

But what can the KNIPEX QuickSet Cobra® with the red circle on the button do that the old model cannot?

“Quick” means just that – the pliers can be positioned faster on the workpiece. If the user opens the “QuickSet” completely and places the upper jaw on the workpiece, the lower handle can be pushed to adjust, without using the push-button. The hinge bolt engages as securely as ever on first exposure to load. No other pliers can do this as quickly and as easily.



QuickSet

To product video



Press the button – open pliers completely



Position jaw – simply slide and close pliers



The hinge bolt locks itself with the first workload

The new KNIPEX MultiCrimp®: Proven quality – more functions

The KNIPEX MultiCrimp® can now also crimp insulated and non-insulated end sleeves (ferrules) up to 25 mm².

The universal MultiCrimp® from KNIPEX will now be even more efficient. The magazine of the pliers now also contains a die for crimping insulated and non-insulated end sleeves of 10, 16 and 25 mm². Customers need not do without any of the familiar features to gain this additional function, however.

So how has KNIPEX managed this? The additional function is possible due to the completely redesigned indent crimping die. With this ingenious universal crimping die, non-insulated compression joints, butt and crimp connectors can be reliably crimped irrespective of their length and wall thickness. The classic hexagonal insert is no longer needed, creating space for greater capacity and performance, and making the proven MultiCrimp® even more attractive than it was before.



Available from 2014-09-01



MultiCrimp®

KNIPEX MultiStrip 10: proven technology now even better



Optimised MultiStrip:
– improved knife geometry
– more comfort
– optimised handle design
– minimised risk of injury

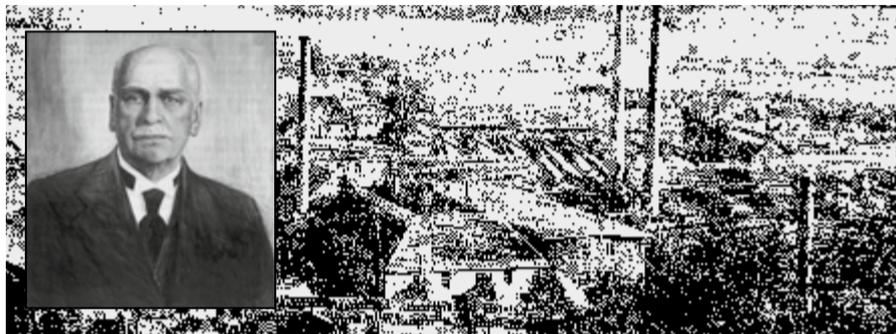
Those who do a lot of wire stripping work appreciate a tool which adjusts fully automatically to single-, multi- and fine-stranded conductors. It relieves the user and produces a reliable work result.

The optimisation of the KNIPEX MultiStrip improves the pliers in several respects. KNIPEX has altered the blade geometry of the insulation stripping blades. As a result, blades are tougher and strip cables with the specified insulation materials reliably for even longer. In addition the pliers now offer greater ease of use due to the ergonomic optimisation of the handle design.



STABILA® 
125 Years
 1889 - 2014

Family business with tradition



From the mid-19th century, the brothers Anton and Franz Ullrich produced folding rulers. In 1886, the brothers who came from the Southern Palatinate in Germany, obtained a patent for a spring joint for their folding rulers and thus laid the foundation for the company's success story.

In 1889 Gustav Ullrich, the son of Franz, founded the "meter factory" in Annweiler am Trifels in the district of Rhineland-Palatinate. He begins with the production and marketing of folding rulers with the same spring joint technology that is still used today.

Since laying this foundation, the company with the trademark STABILA is still continually striving to be the world's best and most innovative measuring tool manufacturer.

STABILA is always bringing cutting-edge innovations to the market through technical progress in our products and production facilities, combined with the continuously growing needs of craftsmen. The regular contact with craftsmen plays a crucial role in this process. The ideas and suggestions from everyday praxis flow after evaluation by product managers and engineers from various disciplines, into the product development.

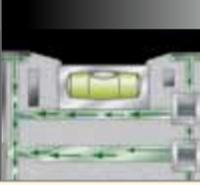
Because STABILA is in touch with the needs of the user, product quality is our top priority: the quality of measurements taken determines the quality of the work. Craftsmen need measuring instruments with an accuracy that can be absolutely relied on – in every weather and even under the harshest conditions. Measuring instruments that every craftsman can immediately understand and use.

Craftsmen who appreciate quality, rely on STABILA.

From the idea to product production – STABILA carries out the complete process chain. The internationally recognized product quality of STABILA is ensured through a high degree of production depth and sophisticated materials management. STABILA products are characterized by long-lasting accuracy, application-robustness, ease of use and an appealing design.

In the meantime STABILA is market leader in many countries and recognized worldwide as the measuring instruments specialist for spirit levels, lasers, folding rules and tape measures. The satisfaction of our customers is the foundation of our lasting success and the independence of our company – since 1889.

Our milestones, cutting-edge patents and innovations.

<p>1865</p> <p>Anton Ullrich, the uncle of the STABILA company founder Gustav Ullrich, begins production of folding rules.</p>	<p>1886</p> <p>Anton Ullrich and his brother Franz receive a patent regarding a spring-loaded joint for folding rules.</p>
<p>1889</p> <p>Gustav Ullrich, son of Franz, founds the "Metre Factory" in Annweiler/Palatinate.</p>	<p>1929</p> <p>Registration of the brand name STABILA.</p>
<p>1952</p> <p> STABILA secures the patent for the acrylic glass vial.</p>	<p>1954</p> <p>STABILA invents the glass fibre measuring tape.</p>
<p>1979</p> <p> STABILA casts the vials securely in the profile body of spirit levels.</p>	<p>1990</p> <p> STABILA invents the non-slip spikes hook for tape measures.</p>
<p>1996</p> <p> STABILA invents a high-precision laser direction finder system.</p>	<p>2001</p> <p> STABILA develops the pull-out telescope spirit level that extends to four meters.</p>
<p>2006</p> <p> STABILA first uses their own developed laser Protector System.</p>	<p>2010</p> <p> STABILA develops a dust and waterproof electronic module for spirit levels.</p>
<p>2013</p> <p> STABILA unveils the patented aluminium R-profile.</p>	<p>2014</p> <p> STABILA celebrates its 125th anniversary. 1889 - 2014</p>



Change in management

Dr. Ulrich Dähne succeeds Dr. Wolfgang Schäfer

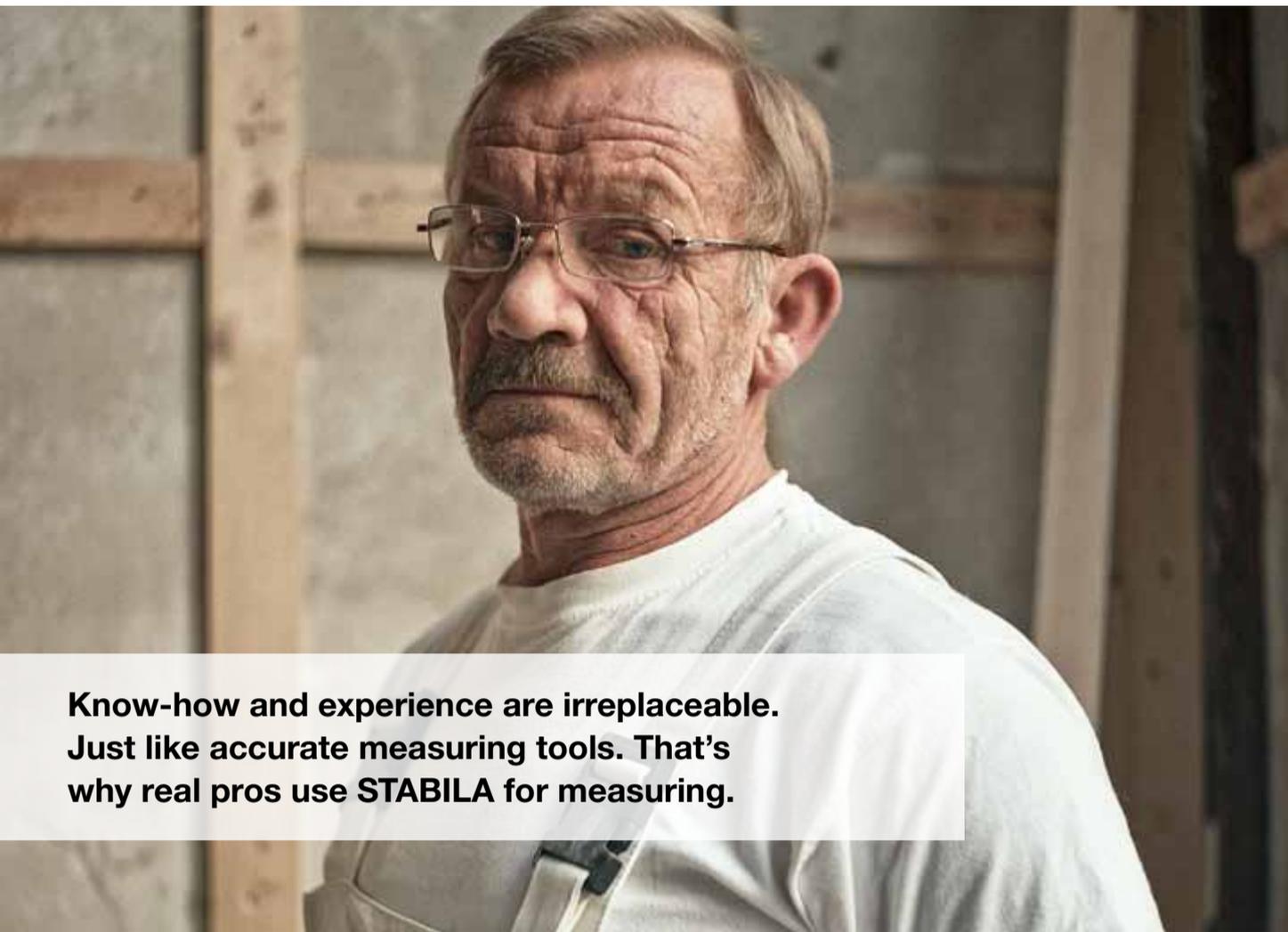
Ulrich Dähne (48) will be taking over the sole management of the STABILA Messgeräte Gustav Ullrich GmbH from the 1 April 2014.

Dr. Ulrich Dähne succeeds Dr. Wolfgang Schäfer, who

managed the company for more than 14 years. He will be retiring in April 2014.

Dr. Ulrich Dähne has been working for STABILA since 1 January 2014, and will run the company together with Dr. Wolfgang Schäfer until the end of March 2014.

"With great pleasure, but also with respect for tradition and the market strength of STABILA – I am looking forward to my new job. I look forward to developing the company, with the objective to provide our customers with even more perceivable benefits and to always inspire them with our products." says Ulrich Dähne.



Know-how and experience are irreplaceable. Just like accurate measuring tools. That's why real pros use STABILA for measuring.

STABILA — Measuring tools for real pros for more than 125 years



Construction sites all have the same foundation: accuracy, because measuring errors cost time and money. That's why real pros put their trust in STABILA.

**Must have offer:
Two attractive
promotion packages
for the anniversary**

For the 125th anniversary STABILA has put together two attractive promotion packages for the trade.

A limited edition of top-selling branded products to one-off anniversary prices. Both offers are valid as long as stocks last. Delivery will take place no earlier than the end of March 2014.

**1) STABILA spirit level set
Type 196-2**



STABILA professional spirit levels in the lengths of 183 cm and 61 cm, including a handy spirit level carrying bag for comfortable and secure transport. Highest precision: 0.5 mm/m accuracy in normal and reverse position. The POS presentation of the spirit level sets are in a compact STABILA floor display, packing unit of 6 pcs.

2) STABILA Measuring-Centre

Three highly innovative, top-selling and profitable measurement tools in an attractive floor display.

- Laser distance measurer LD 320 (Packing unit of 4 pcs)
- Cross line plus plumb points laser LAX 300 (Packing unit of 4 pcs)
- Electronic spirit level Type 196-2 electronic IP 65, 61 cm (Packing unit of 4 pcs)



Please ask ...

... for the sales representative responsible for these top-selling anniversary promotion packages, or call us directly at:
+49 (0)6346 309-0

Brand new PARASNAP® – so simple, so safe

Component 1:
Clip on the "Snap-In"
to the PARAT handlamp.



Component 2:
Attach the "Base"
to the helmet.



With just one grip, the PARAT Lights can be easily attached to a helmet or belt and just as easily removed – this saves valuable time and provides the ideal lighting every time.

PARAT introduces the brand new PARASNAP® during the international hardware show.

The PARASNAP® consists of two components: the snap-in and the base. The snap-in is placed around the lamp and attached with a clamp.

The base is mounted onto the helmet. This can be mounted either right or left on the helmet so that right and left handed persons can ideally use the new system. A finely adjustable hinge can be set for a precise alignment of the light beam.

With PARASNAP®, the attaching and removal of the lamp is fast and easy with one grip thanks to the combination of magnetic connection and mechanical locking. In this way, valuable time is used for the more important things.

In use:

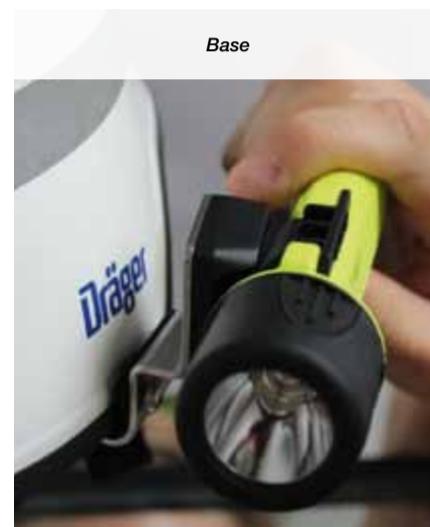
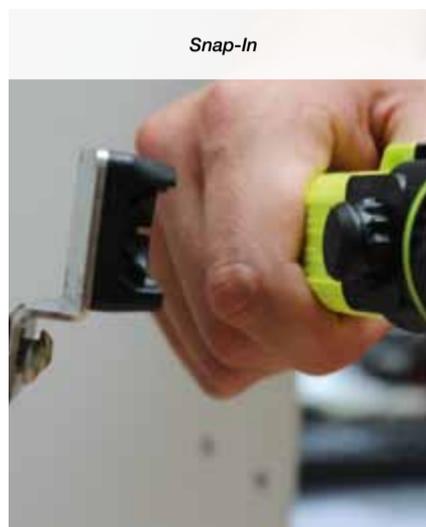
If there is danger ahead, each movement must be exact – that is as true in industry with highly complex technology as with fire brigade services. The lights from the series PARALUX® and PARAT X-TREME® were developed for just such situations. They function reliably in the most difficult situations.

A new feature is that the user can have both hands free if so desired but can take the light in hand at any time to, for example, illuminate

difficult to see corners. Simple headlamps do not offer such flexibility.

Compatible:

The helmet innovation PARASNAP® is compatible with the following PARAT Lights: PX0, PX1 and X1 or PX2 as well as X2. The base can be mounted on most all common national and international helmets according to DIN EN 443.



More information and videos can be found on our www.parat.eu or our PARAT LIGHT Facebook Page

The new KNIPEX CoBolt®: More power, more cutting convenience

Those cutting large diameters with pliers know: the closer the material to be cut is placed to the joint, the easier cutting is.

But, during the high leverage cutting process, the material is almost automatically pressed away from the joint. Only by reapplying the tool it is possible to exploit the full potential of the cutter. This is different with the new KNIPEX CoBolt®. The leverage effect can be exploited completely and immediately. Its cutting edges have been provided with a microstructure that prevents the material to be cut from slipping. Once inserted, the material is held securely in the best position. This permits the fast and convenient cutting of large diameters.

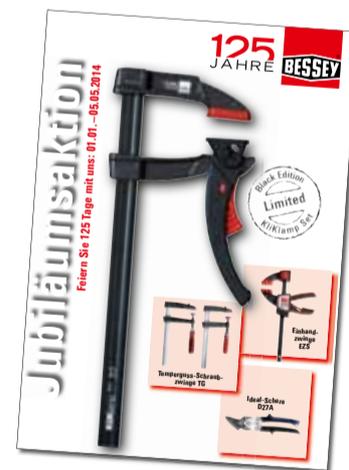
Another new element: a gripping surface has been added below the joint. Using the KNIPEX CoBolt®, not only wires can now be cut better, but it is furthermore possible to grip and pull wires as from a diameter of 1.0 mm. This is a very practical and useful function, for example in fence construction.



KLISSET-125 Anniversary Edition

To celebrate our 125th anniversary, BESSEY is proud to present the special edition of our high-tech KliKlamp lever clamp. This 125th anniversary KliKlamp is available in 6 sizes as a set of 2 as a part of the jubilee promotion at an attractive price.

In addition to the distinctive design with the anniversary mark, the black edition has all of the features of the KliKlamp: light in weight, light when applying pressure and easy to control. Thanks to the material mix of very light magnesium, fibreglass-reinforced plastic and cold-drawn BESSEY quality steel, the smallest clamp weighs a mere 260 g. Despite being light, the KliKlamp is extremely sturdy and is particularly suited for tasks that require light to medium clamping pressures. Thanks to the stepped ratchet mechanism, you can achieve a clamping force of up to 1,200 N quickly with just one finger.



Jubilee Promotion 2014:
Benefit from your anniversary discount!



FLS 90 floor line laser

Exact 90° angle on the floor: razor-sharp laser lines with good visibility up to 15 m.

This handy laser lets you work fast and clean, whether you are laying floor tiles, parquet, laminate, carpeting or PVC. Its new STABILA floor-line optics focus the laser lines and direct them along the floor surface. This gives an optimal level of visibility, razor-sharp for up to 15 m. Press a button and the straight laser lines provide a perfect 90° angle. The FLS 90 floor line laser allows you to work directly on the laser line. This saves time and keeps the work accurate.

Increase your productivity:

- Check the squareness of walls at a glance.
- Fast layout markup.
- Working directly on the laser line is more accurate and saves time.
- Tiles can be laid out with 100% accuracy.
- Chalk-lines are covered over with tile adhesive or easily rubbed away – laser lines remain visible.



Laser functions
Right angle (90°)

Recommendation for application
Tilers, flooring fitters and drywallers



The dual purpose base: The innovative base with its claws makes the exact positioning of the STABILA floor line laser FLS 90 on tiles particularly easy.

The innovative dual purpose base

On flat surfaces:
Positioning claws face upward. The laser can be used for any layout work.



On tiles:
Positioning claws face downward. The dual purpose base sits precisely on a tile and transfers the 90° angle into the room.



Even more screwdriving tools with that reassuring “click”



Overtightened screws –

everyone has experienced them. Once freed there's the need to loosen quickly. Setting screws correctly in the first place makes life easier afterwards.

Torque screwdrivers are becoming more popular, WERA will be extending its range in the spring of 2014 by adding a **Micro-Torque** and **Mini-Torque screwdriver**. They will be available in “pre-set” and “adjustable” versions and there will also be a **workshop** and **ESD model**. And, of course, they will all have the proven WERA advantages such as the “click” i.e. the distinct excess-load signal that the user hears and feels when the desired torque value has been reached.

KNIPEX Water pump pliers with new grips

Improved handling and easier transport of the model 250 water pump pliers Alligator® and Cobra® due to new, slim handle design.

KNIPEX users appreciate the advantages offered by multi-component grips, but also praise the slimmer shape of plastic coated handles. In future KNIPEX will offer its customers the benefits of both handles in one pair of pliers. To do this we have gone to the limits of modern injection moulding to create a non-slip sleeve which rests perfectly in the hand but which also has a slim design. The collar has also been dispensed to make the tool even more convenient – even for the transport in the pocket.



Slim, strong & reliable!

The new VDE version of the optimised KNIPEX crimping pliers for end sleeves (ferrules) may now also be used when working on electrical installations.

Another improved version of a tried and tested KNIPEX product is coming onto the market. The crimping pliers for end sleeves are well-known for reliable crimp connections resulting from especially deep half round dies with conical side surfaces.

KNIPEX has succeeded in further improving this product. The new crimping pliers have a high leverage joint, as may well be familiar to many users from the KNIPEX high leverage combination pliers.



What are the changes: shorter load arm – longer lever arm

Due to the different joint design in which the rivet is no longer in the centre of the joint, the ratio of load arm to lever arm is shifted, and the leverage improved. This results in significantly easier crimping. Users require around 30% less effort for each crimping of the end sleeves, something which is very noticeable at the end of the day. This optimised tool is now also available as VDE version, and according to applicable regulations can therefore also be used on permanently installed electrical installations.



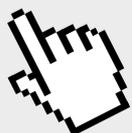
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Newsletter

The first issue of the **KNIPEX Newsletter for End Users**

Will be launched at the International Hardware Show

Registration at www.KNIPEX.de



“Take it easy”

Are you seeking extremely durable tool cases with special features? There's nothing easier than that!

With the new series PARACURV®, we present a current innovation from PARAT: highly flexible, extremely sturdy but still light! Don't take our word for it – see for yourself. With our unusual light weights in attractive design, we have made something

good even better, more flexible and durable.

Curv®: The fabric that material is made of. The developers intensively worked on the subject of surface material with this innovation and with Curv®, a revolutionary material composition was made which sets new standards. Curv® combines the versatility of 100% thermoplastics with the high performance of fibre

reinforced composites. This exclusive material, made of Propex Fabrics, possesses the high stiffness and high tensile strength which is comparable with reinforced glass fibre PP bonding.

However, Curv® is much more impact resistant. This special feature along with its low density creates noticeably less weight.



Smooth to sharp iron

The new chisel holder keeps your iron sharp and ideally protected.

What would new material and innovative design be without a well thought out organising system. For this reason, PARACURV® offers clever ideas for the inside.

The newly developed chisel holder protects the bag and the tools from damage.

Even injuries from a sharp edge when looking through the bag are a thing of the past.

And with the perfected tool holder system, everything is always at hand with PARAT!



High-tech meets Handwork

Organised. Sturdy. Easy to have!

Classics of the future

In the scope of the PARACURV® series is offered by PARAT as a real alternative to the tool cases available up to now.

Forward-looking users carry this today. Newly defined classic design with a well thought out inside. Our high-tech variation leaves the traditional model behind.

Standard features at a glance:

- Low tare weight, up to 60 % weight reduction
- Extremely sturdy and impact resistant
- 100 % humidity-resistant
- Sturdy Con-Pearl® tool boards
- Various tool organising systems
- Optimal use of the inside
- Carrying strap for easy, hands free transportation
- Continuous carrying bar or belt
- integrated bottom studs to protect case
- Innovative look through modern design and exclusive material



Zyklop – The next generation!

More and more users are demanding tools for confined working environments.

Machinery and workpieces are becoming increasingly intricate and compact meaning that conventional tools are often too big to be effective in such situations.

This is where WERA comes in

Zyklop, established in the market since 2008, can now boast an extension to its own product family.

Two unbelievably slim, yet extremely robust ratchets that will prove indispensable for users from now on.

To provide these new ratchets with somewhere classed as home within the WERA product assortment, they will be collectively grouped together under the ZYKLOP brand – the ground breaking ratchet that made its Debut in 2008.

The “original” Zyklop is particularly impressive because it combines 5 types of ratchet in a single tool delivering high working speeds, resulting in making work simpler and time-saving for all operations. So with this in mind, this well-known Zyklop will be known as the Zyklop Speed from now on.

The two new ratchets are a full metal construction (chrome-molybdenum) and are, therefore, provided with the suffix Zyklop Metal. This also explains why WERA has come up with a “heavy metal” campaign to accompany the product launch.

What is the difference between the two Zyklop Metal ratchets?

In principle, it is the way in which the direction of drive is changed.

Zyklop Metal with push-through square

The direction of drive is changed with the help of a push-through square.

The ease with which the square can be manoeuvred is particularly impressive. The movement is precise and positive without the clunkiness of conventional tools. The highlight of this version is the secure socket lock feature. Whereas many well-known products with push-through square do not provide any secure locking of the sockets, the ball locking device ensures a secure socket lock-on with this tool.

An additional benefit lies in the strong dual pawl set design. This delivers a fine 76 tooth action from the 38 robust teeth. This clever design results in a very small return angle of only 4.7°.

Zyklop Metal with switch lever

The direction of drive is changed with the help of a switch lever. This means that a reversal of direction is possible in site without having to remove the tool from the work piece. This ratchet also offers socket lock-on and has 72 teeth delivering a very small return angle of only 5.0°.

But that is not, by a long way, everything!

WERA has developed a completely

new set format provoking new emotions about tools. Previously, ratchets together with accessories have generally been packed in stable, yet bulky and heavy boxes. The completely new textile boxes offer an unimaginable enhancement of mobility with additional space-saving qualities. The same quantity of tools previously contained in a bulky case and carried separately to a toolbox are now in a superb pack that can now be transported inside the toolbox. The task of moving the required tools to the job is now much easier and faster. And the much reduced weight of a set makes carrying more convenient than ever before.

So to compliment such new sets there has to be a completely novel packaging concept

To convey the emotions of these at the point of sale, a new, eye-catching – and thereby different – type of packaging was needed. In this respect, the type of packaging should in no way be inferior to the attractiveness of the new sets. Therefore, WERA devoted particular attention to two specific aspects.

1) The visual impression created by the packaging

The style of the new packaging is very design oriented. The new packaging completes the picture: after all, the tools from WERA have always been design oriented and collect one design award after another. Now the packaging has also adopted this style. The product depiction has been kept distinct and

clear. The focus is on the product and the users immediately recognise what they are buying. The black background and the self-assured presentation give the depicted product a particularly appealing gleam and invite the user to examine it more carefully. When “it is held in the hand”, the observer recognises the so-called spot coating, which conveys an inviting feeling.

Distinctive, eye-catching and totally new to the world of tools, enhancing awareness and recognisability.

2) The “packing out” experience

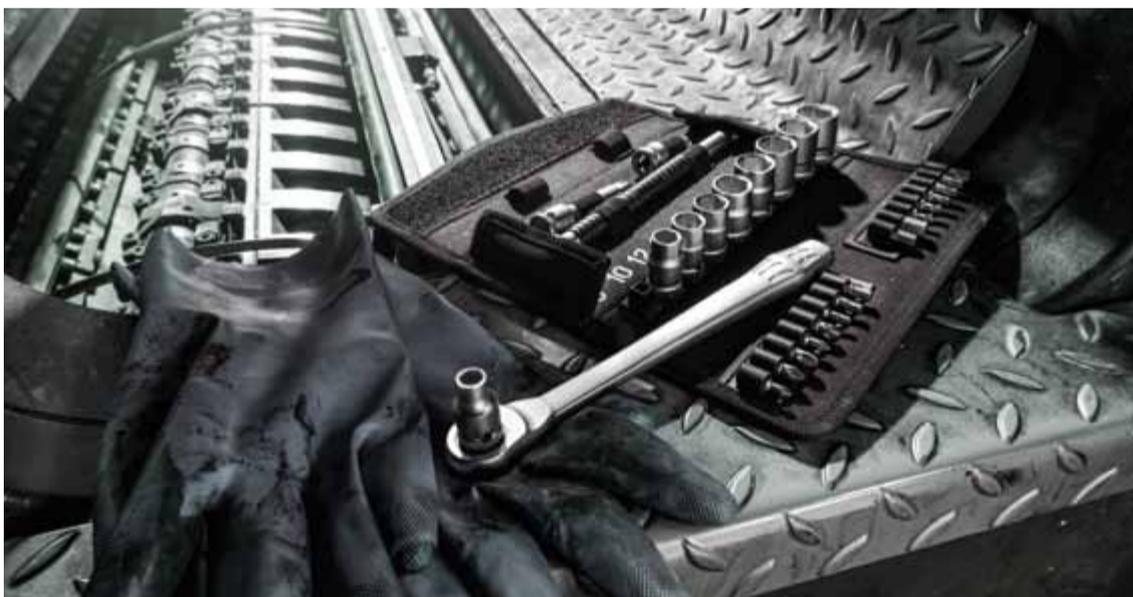
Not only the visual aspect is different, but so is the experience of opening the packaging. This conveys a very appealing first impression in the encounter between the user and the product.

As so often in the past, in the launch phase, WERA will be campaigning with a striking motif.

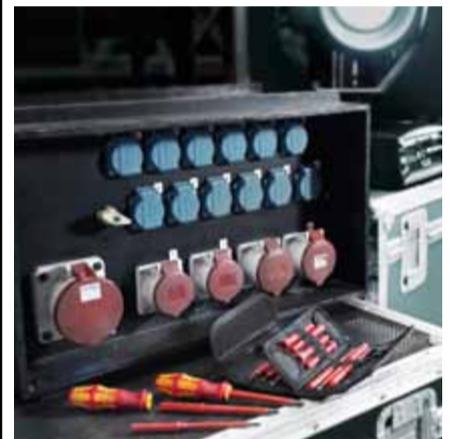
The new Zyklop will be introduced with the so-called “Devil horns gesture”. This gesture is the typical greeting among “metal” music fans and is ideally suited to convey the campaign theme and to present the product itself in an extrovert manner.

By the way: the practical, new Zyklop long-term display for the toolbar and counter is well worth a mention.

The full Zyklop Ratchets range plus the Bit Ratchet are contained in it and are distinctly arranged.



KK VDE with 2 hand holders



Life can be so simple.

It is not always the pioneering innovations that inspire users.

Sometimes some new configurations of existing tools can be very successful, too.

The electrician generally needs two things at every switch cabinet:

- **Firstly:** A slotted screwdriver for screw terminals and small slotted screws.
- **Secondly:** A cross-recess screwdriver, PlusMinus or TORX® profile for the larger components.

To make sure that the electrician now no longer loses valuable time in changing the screwdriver blades, WERA is now offering the Kraftform Kompakt VDE with two hand holders. In this way, the electrician can prepare the two most essential screwdrivers before starting the job and can carry out the work without having to change the blades during the application. This is particularly important when the electrician needs to work on more than just one switch cabinet.

Small ideas that have a great effect!



PARAT makes the difference – also with parties

Alongside the daily business at the trade fair, the socialising with our partners has always been important to PARAT.

For this reason, we cordially invite you once again this year!

Our lovely tradition, the PARAT Party, will take place as usual on **Monday, 10 March from 6:00 pm.**

Of course, we would not leave you high and dry: Fitting with the fair location, we will serve fresh draught beer as well as selected cocktails with and without alcohol.

A musical live act will provide great entertainment. Come join us and enjoy a lovely evening.

We look forward to seeing you!

Tool-Check PLUS



“Things just can’t get any better”. Such customer feedback is a real motivator for the product developers at WERA.

Those who thought that the wonderfully compact Tool-Check with its **28 bits, 7 sockets, 1 socket adaptor, 1 Bit Ratchet and 1 Rapidaptor** could not be beaten, are now rubbing their eyes with amazement. Thanks to the introduction of a Kraftform handle, the 39th piece has now been integrated. 28 different hand screwdriver options are now immediately available with the help

of the new Tool-Check PLUS. And, of course, with all the advantages that the Kraftform handle has to offer like e.g. the high working speed or the ergonomic handling.

The other accessory parts are the same as those familiar from the Tool-Check. In this respect, the Bit Ratchet is particularly worth a mention for rapid and powerful work whenever working space is limited and power or conventional hand tools cannot be used for the screwdriving job.

Mobility, compactness and convenience – these decisive advantages for the user are paramount in the case of the Tool-Check Plus.

KNIPEX self-service cards are becoming more environmentally-friendly

When considering the subject of sustainability, KNIPEX not only pays attention to the materials used for its pliers. Also the self-service cards, on which several KNIPEX products are presented to the user, have been improved in terms of resource conservation and environmental protection. The cards are now made of polypropylene. This material is tear-resistant and hard wearing, and as pure hydrocarbon compound has neutral environmental impact on disposal. Polypropylene can be recycled many times and is also non-hazardous and even useful e.g. during thermal disposal in a blast furnace.



If you can count you can win!

Solve the Sudoku puzzle by using the numbers 1 to 9. The numbers 1 to 9 may only be used once in each column, line and block. Add the numbers in each colour together. Note this sum in the corresponding coloured field of the solution line. Please submit your solution to us via the Qfaktor sweepstakes form on the website www.Qfaktor.com **All entries must be received by 14.04.2014**

		3				2		7
		9		8				1
	2		7	6				
		1	9					
			2	5				6
2			3	4				
					7	4		
	5	7		2				
6							7	

Solution line:



From all competitors we draw three winners who will receive a filled toolbox of tools to the approx. sales value of 1,300 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.

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