



The magazine for
decision-makers

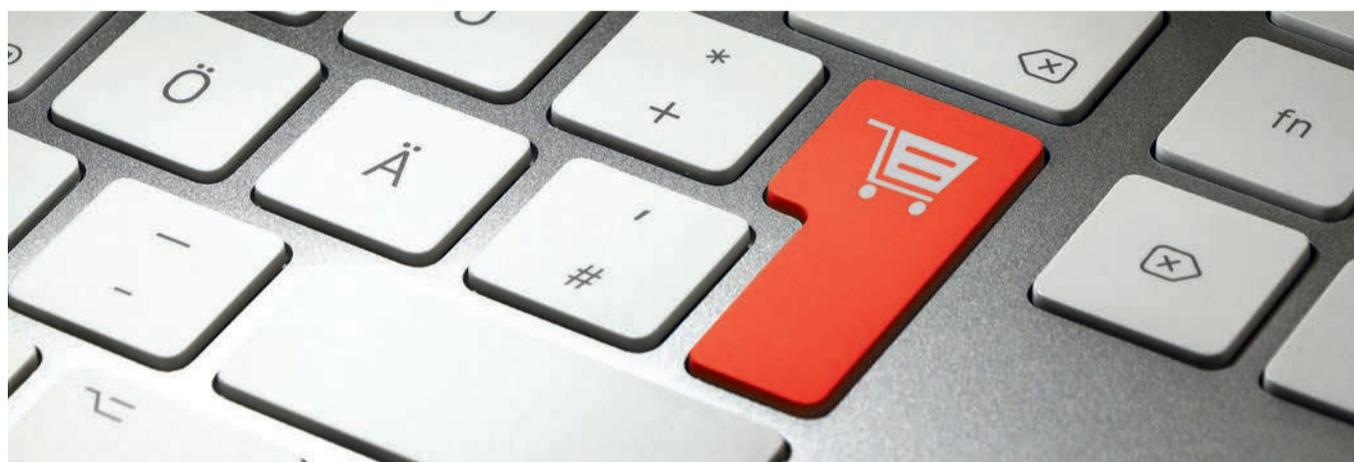


How do you recognise quality brands?

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

Web Shop Trends 2018:

Adopting the opportunities presented by online trading



Qfaktor Top themes

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The new Wera
VDE ratchet set



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TECH 700 DA: 3 in 1 – more than
just a digital electronic angle finder



08 → BESSEY

First of its kind
in the world
from BESSEY –
GearKlamm
GK



10 → PARAT

New handle generation,
new products



13 → KNIPEX

Twistor16 –
All-rounder at the
end of the cable



The cover story is this time from an independent journalist. We hope you will find in this article, ideas and suggestions for your business? We welcome your opinions, suggestions or critical contributions to the discussion.

For some people, Internet trading is unwanted competition, but for others, it is a welcome new sales channel, which gives the necessary boost to their own business. Yet it is precisely in the rapidly changing world of e-commerce trading, where you have to be aware of current trends and know which ones to focus on, to suit your business model.

According to "bevh", the German e-commerce and mail order association, online trading in Germany was worth more than 60 billion Euros last year. Over-the-counter traders that also supply by mail order saw especially high growth levels. Depending on the quarter analysed, they achieved around 25% more revenues than in the previous year. And if we believe business experts, that's just the start of a new boom which could bring online trading a few more years of record growth rates.

The opposite side of the coin: things will be tougher for specialist dealers selling face-to-face in the next few years. For this reason, anyone who has not yet fully or adequately engaged in e-commerce needs to make the necessary investments now. Qfaktor outlines a few current trends that can ensure sustainable success in online trading.

E-commerce is increasingly becoming a priority

Online or offline? In 2018, that is no longer a question, because customers no longer restrict themselves to one channel. Originally, it was only books and CDs that people saw as suitable for sale over the Internet, because they were easy to send per post. Now, there are hardly any types of goods that are entirely free from competition from the Internet. From clothing and footwear, to foodstuffs and cosmetics, to sanitary appliances, furniture and musical instruments. Almost everything is now ordered online, despite the fact that the logistics (and the expenses involved in them, and in potential returns) are a real challenge for many traders. Although there is in the tools segment already a few specialized

online retailers and successful portals there is still a huge amount of potential to be uncovered.

Traders should therefore be aware that the customer often turns to the Internet as their first source of information, if they have a relevant need – often before they even ask friends and colleagues for advice, or go to a shop. This means, on the one hand, that the customer has better opportunities for comparison than before, because the competitor is only one click away. Yet professional customers, in particular, are increasingly not just buying according to price, so traders and manufacturers do not exclusively have to base their sales arguments on it (and also should not do this online). Service pledges, customer service kept simple, and short down times if there is a defect, are increasingly being valued, and are also sensible, especially in the case of tools for professional use.

(Continued on the next page)

Author: Tobias Weidemann has worked as a journalist and consultant in digital topics, such as Internet communication, e-commerce, online marketing and content strategy for 15 years (www.netzjournalist.com)



Even classic tool retailers are establishing themselves in the online tool business.

A recent trend has now become omnipresent: more and more purchases are being made by smartphone, especially by customers for whom the office is not the centre of their day's work. Simultaneously, more and more time is being spent using the mobile device in the run-up to a purchase, for researching products and offers. For this reason, having a (native or responsive) mobile site should be obvious for traders today. An additional app also helps gather much more detailed information about the customer and their customer journey until they make the purchase. Here, watch out for the loading time – if response times are too long, especially if mobile connections are poor, there will be higher transaction break-off rates compared to where a classic laptop is used.

Using e-commerce platforms as a tool for winning customers

In e-commerce, platforms such as Amazon Marketplace, eBay, and also price comparison sites such as Idealo and the shopping results from Google, always get high ratings. The last two mostly work on the basis of affiliate programs (recommendation marketing), so they are paid a commission for passing on a customer who comes to their web shop via a search engine. Being present on big online marketplaces can be under the viewpoint of marketing and brand perception a very good investment. Although here the price war through the large amount of competitors is more intensive, on the other hand the sales results cannot be ignored.

If a potential purchaser makes their way to your online shop, (via a trading platform or directly), you should turn them into a customer. The online trader can optimise their sales promotion measures by analysing the customer's surfing

behaviour in the shop, in the same way as an over-the-counter seller tries to find out what their customer wants and needs. Has the customer put something in the shopping cart, or called up a particular product several times? Has the customer got information about products from a particular manufacturer or for a particular type of use?

If the customer is already actually registered as a customer in your online shop (and you can give them a welcome discount coupon for their first order as a reward for doing so), they should get appropriate reminders about suitable, suggested products. Online, sales turnover can be boosted using shopping carts even more effectively than in face-to-face sales. Although "big data" was seen for many years as merely a theoretical trend, we are now seeing examples of profit being made by consistently gathering and analysing data. Here, relying on service providers can pay off quickly.

Content marketing to supplement online advertising

In addition to the commission payments described above, an online trader's marketing plan will usually include a budget for online advertising. No matter whether it is for classic search engines or in social media: there is no way round having an advertising budget, no matter how well content is optimised for search engines. However, you will achieve a better selling rate with the mobile variant, depending on search term and target group. Social media such as Facebook and Youtube can be worthwhile places to advertise to a professional target group and for B2B content because different user groups can be targeted in them.

Another trend is content marketing: online traders should definitely produce additional, informative and value-added content for the Internet

and distribute it on social channels: a how-to video on YouTube that presents a particular tool and where it can be used, content to advise potential customers about the myriad of possible products, or an unboxing video that shows how a newly released product, that the market is talking about, works. Here, both manufacturers and traders can advertise for customers. Online traders can use content marketing to make even more customers aware of them, beyond their existing customer base. Content marketing boosts brand awareness when considering what is created. The content must be evaluated alongside the benefit it brings.

Customers are becoming more demanding – including and especially in the case of B2B

Well-established specialist dealers, who have made a name for themselves in the offline market over many years, have a service that differentiates them from nameless, faceless online-only traders. That's because they can be relied on to still be there, to respond to queries or warranty claims in months or years time and already have expertise that a seller starting in the market has yet to acquire.

Consequently, creating a professional web shop impression with a contemporary design and responding to every query about a product that the customer might also have offline, are two of the main criteria for online trading to be successful. As the manufacturer, we can provide you with the necessary product data for this in standardised form and with high-resolution images.

Focussing on B2B sales and the quality of advice

Tool sellers that make a high proportion of their sales to companies, tradesmen

and business people have a decisive advantage over other e-commerce traders: they do not have to comply with some of the extremely consumer-friendly cancellation and exchange rights defined in the German Distance Selling Act, as some aspects of these rights only apply to end consumers.

It can make sense for customers to contribute to the cost of returns. This reduces the annoying returns rate experienced by many traders and creates incentives to get properly informed before ordering a selection. An easy-to-contact telephone advice line should be set up for this. Traders who use trained technical staff with product and market expertise are investing wisely. The necessary expertise can, for example, be gained from technical training by trustworthy suppliers such as BESSEY, KNIPEX, PARAT, STABILA and WERA.

Building up confidence – the decisive factor in making the customer buy, when prices are similar – is more difficult than in face-to-face sales. In addition to the service pledges already mentioned, and your good name, you should also watch out for your reputation on the Internet. Here, good feedback in review portals is just as important as a good reputation in tool and tradesman forums. And if something does go badly wrong, you should provide appropriate comments and offer support or a remedy.

The many ways to win online customers

How usefully a tool seller will be able to use the Internet in future depends on their company aims: if you shy away from your own online shop because of the amount of effort needed, you could for example sell through a marketplace such as Mercateo. There, they will have access to a fully featured Internet platform in exchange for the commission they pay. It is more lucrative, but also more costly and time-consuming, to set up your own online shop, which you run in addition to face-to-face sales, and manage it via an ERP system, as part of a multi-channel strategy. Ideally, you will even be able to extend the ERP system you already use, as a specialist dealer. Generally, there's no need to reinvent the wheel: With expert consultants or (contract or permanent) staff, you can avoid expensive beginner's mistakes and find a sparring partner who can help your digital business achieve rapid growth.



How can we both benefit from the advantages of e-commerce?

Dear Readers.

You might be asking yourself what you can actually do, on a practical level, with the conclusion by the guest author of our title story. Some of you may wonder how you can even survive among the ranks of the big suppliers.

Well, a comparison with the legend of David and Goliath may be a little exaggerated ... but it does contain a kernel of truth and hope for some. Despite all the trends towards globalisation and digitisation in our sector, our end-customers are still people. And most people feel happiest when they are in a trusted environment and have trusted people around them.

Knowing this also creates the opportunity for a successful business-to-business relationship. Many people do not actually want to give up their trusted business relationships. Many young customers who are entering the sector, make a special effort to find expertise in personal discussions and in after-sales service, when it comes to tools. However, both old and new customers may also follow the trend of a quick click-to-buy from a giant supplier, if the specialist dealer they are looking for is not online, or does not have the right appearance.

If you now ask yourself what you should actually do, you have an advantage: you can build on the experience from many existing web shops. No need to start from scratch.

As Qfaktor Partners, we recommend you nominate a specific person to develop a concept for your very own personal e-commerce presence, to describe the entire implementation process to you, and then actually carry it out. E-commerce is not a side-line. But this does not necessarily mean that you have to hire a full-time specialist. You could just hire in suitable experts for a limited period, so they can implement a solution for you.

And: if you want us to, we as Qfaktor Partners will be happy to support you.



Detlef Seyfarth, Head of Marketing, Wera Werkzeuge GmbH, on behalf of BESSEY, KNIPEX, PARAT, STABILA and WERA.

www.Qfaktor.com

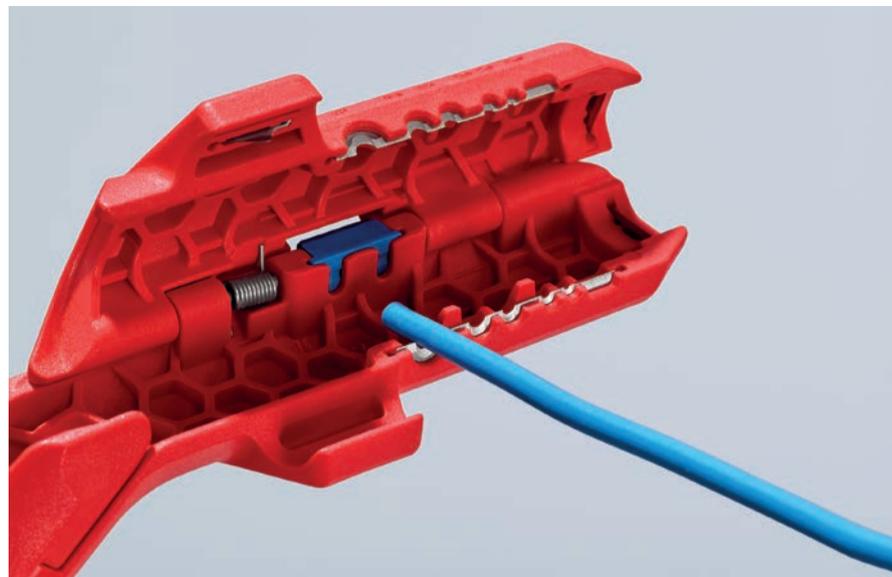
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a look at our online download archive. This clear and compact archive contains all previous editions of Qfaktor as PDFs.

The award-winning KNIPEX ErgoStrip® now also sits perfectly in left hands



With the ErgoStrip®, KNIPEX has introduced a multifunctional tool for dismantling and stripping the most diverse types of cable in domestic electrical systems. KNIPEX is now also launching a version of the ErgoStrip® for left-handers.

The KNIPEX ErgoStrip® for left-handers is every bit as good as its mirror-image twin. Using the universal dismantling tool, it is possible to strip not only round and damp-proof cable, but also coaxial and data cable.

The multifunctional tool exposes all standard round cable and NYM cable (e.g. 3 x 1.5 mm² to 5 x 2.5 mm²). Sheathing can also be stripped over longer lengths using the integrated lengthwise cutter. The tried and tested design of the ErgoStrip® pistol handle with its curved shape has been perfectly adapted to the ergonomics of the left hand.

Contact: Natalie Reinking | n.reinking@knipex.de
Phone: +49 (0)202 4794-151

STABILA supports trade partners with nexMart Retail Connect

Product versions



LAR 350 rotation laser, 7-piece set

LAR 350 rotation laser, REC 300 Digital receiver, RC-LAR350 remote control, 90° angle rail, laser goggles, target plate, carrying case, 2 x D 1.5 V batteries, 4 x AA 1.5 V batteries

GTIN-13 code 4005069190194

Item No. 19019

STABILA has further expanded its service portfolio for specialist trade partners with Retail Connect from nexMart. Potential purchasers are now taken directly from the STABILA website to the webshops of participating trade partners that stock the product they are interested in. They no longer have to search for stockists via Google, for example.

People who might be looking to make a purchase often start by looking for products on manufacturers' sites. Given that there are tens of thousands of visitors to STABILA's website every month, there is a direct benefit for trade partners: buying rates increase along with turnover and online traffic,



which makes them and the products they offer more visible and more attractive. In conjunction with the Data View service from nexMart, which supports the automatic provision of up-to-date, high quality manufacturer data, Retail Connect is helping trade partners to create a professional market image and giving them the opportunity to set themselves apart from the competition.

Interested? – Call STABILA on +49 (0) 6346 3090.



The magazine for decision-makers

When is a VDE ratchet actually needed? Or in other words: Could we also live without a VDE ratchet?



The new Wera VDE ratchet set

There is a clear answer: anyone who works on a potentially tensed element cannot get by without a VDE ratchet. Therefore, every electrician should carry a VDE ratchet in his tool box. In particular, due to increasing e-mobility, the demands on VDE tools are growing alongside the long-known applications in electrical installations.

With the invention of the Zyklop in 2008, Wera set a milestone in ratchet history. Wera has now used this ratchet know-how to develop the new VDE ratchet and will introduce it in the spring of 2018.

The tool is a real eye-catcher with the typical Wera design.

The new Zyklop VDE ratchet technology is particularly useful when **the work situation is a bit cramped**. The slim, yet sturdy, construction allows for continued use even when other tools cannot cope simply due to their size.



Compact box

The highlight of the Wera VDE ratchet is the high degree of tothing: the fine tothing with 80 teeth additionally supports driving screws in confined spaces, because the resulting **return angle of 4.5°** requires very little space to pull out when in use.

The direction of use can be changed easily with the help of the **reversing lever**.

The sockets are absolutely safe and the **secure locking and unlocking** of the sockets is controlled by a comfortable push button directly on the ratchet head.

Wera VDE tools are **individually tested** at 10,000 volts in accordance with IEC 60900 and thus guarantee safe working under voltages up to 1,000 volts. Of course, this also applies to the new VDE ratchet and its assortments.

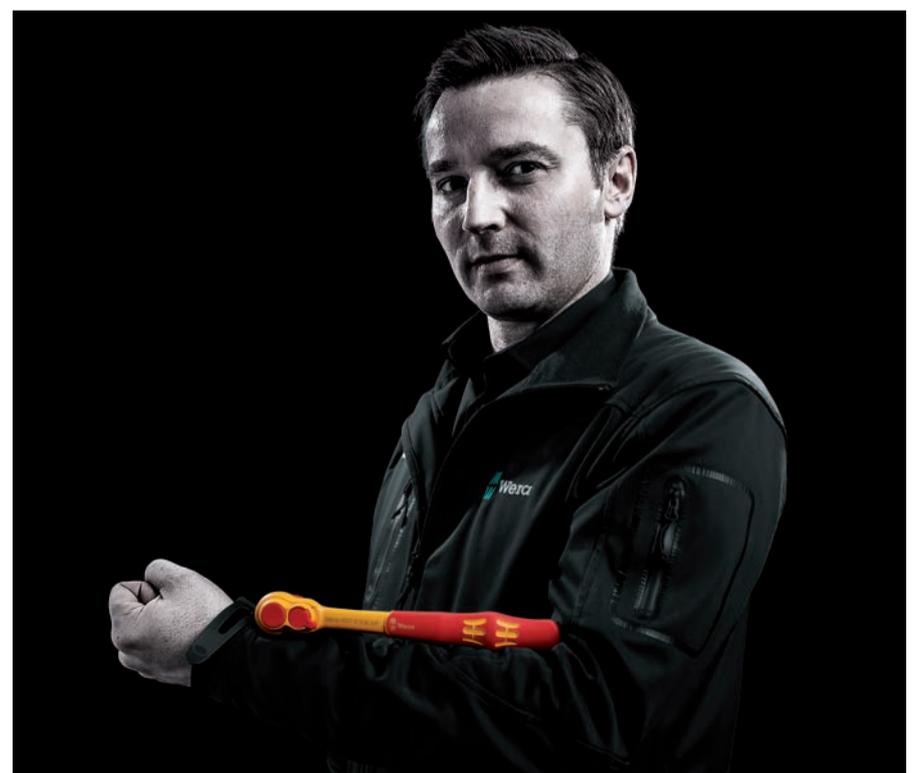
In addition to the 3/8 inch ratchet, the VDE ratchet range also includes **fourteen VDE sockets** as well as **a short and a long VDE extension**. The insulation of the Wera sockets and extensions are made of two components with a yellow insulation core and a red outer skin. **Thus, possible damage to the insulation can be quickly detected.**

Especially recommended: the new Zyklop VDE ratchet set with VDE ratchet, fourteen sockets and two extensions. This **ratchet set** is extremely compact and stows **a lot of tools in a small space**.

The textile box guards against accidental damage when dropped, the tools sit securely in their positions and the outer material offers an extra protection against harming the worktop surface. The robust material has a low weight and also provides for simplified mobility.

Of course, this set can also be docked to the Wera 2go tool transport system.

The special extra something: Wera has also incorporated their Twist to unlock socket shots in this set. The smooth turning mechanism guarantees easy removal and feeding of the VDE sockets whilst maintaining a secure hold.



These torque wrenches provide the extra click

The new Wera Click Torque Series with its 16 wrenches gives Torque fans an extra click on their screw driving experience.

The first **click** is already a well-known feature of Wera's torque screwdrivers: When the screwdriver reaches the set torque value, an audible and tactile mechanism is triggered, which prevents further tightening.

There is a **second click** when setting the desired torque value: By turning the handle, the desired torque can be set. The wrench has two scales:

- The main scale shows the set Nm value in the displayed tightening range.
- The fine scale adjusts the set value in normatively specified interim values. There is a clear "click" on each value displayed on the scale. This audible and tactile feedback indicates when the desired value is reached and the wrench can be locked.

The values on the scales are clearly legible, so that the desired value can be set quickly and safely.

Wera offers its Click Torque Wrenches as both a **reversible ratchet** (with hexagonal drive for bits and square drive for sockets) and with mounting for **insert tools** (9 x 12 mm and 14 x 18 mm). These tools cover torque ranges from **2.5 Nm to 1,000 Nm**.

All torque wrenches are suitable for clockwise torque-control and fulfil the requirements of DIN EN ISO 6789-1: 2017-07. In some cases, they even go beyond the standard requirements. The fine toothing of 45 teeth ensures a small return angle of only 8° (reversible ratchet).

The unmistakable Wera design is reflected in the familiar **Kraftform handle**. The typical Wera colours, black and green, clearly reveal the different handle components. The reversible wrenches are suitable for clockwise torque-control.



Easy to read scale



89 new insert tools

The wrenches for insert tools are suitable for both clockwise and anti-clockwise torque-control.

89 different insert tools give the Click-Torque wrenches X1 to X6 particularly high flexibility. Depending on the application, the wrench can be used to operate different profiles using only a single torque wrench.

By the way: Do you already know the Wera torque service? Wera offers calibrations and more in its own laboratory. Find out more at www.wera.de or directly at Wera.



Advent!

Hard to believe, but true: The ninth Wera advent calendar is just around the corner. In 2018, the tension in December will rise again day by day, as Wera will hide a comprehensive workshop and VDE assortment behind 24 doors. Wish list orders can now be placed with Santa Claus starting now.

The Wera advent calendar 2018



You do not know the advent calendar yet? Then search on Facebook for the Tool Rebels and read the comments from 2017. There will be almost no limits to your delight.

LAX 50 G cross line laser: Simple. Better. Visible. The cost-efficient all-rounder with bright green laser lines

NEW



Performance and flexibility are the standout features of the LAX 50 G cross line laser.

Professionals who really value an exceptionally easy-to-see laser cross, are bound to be impressed by the innovative STABILA **GREENBEAM** technology. The practical multi-purpose platform is the perfect addition to the easy-to-operate laser. Thanks to the flexible range of attachment options, you can position the laser to the desired working height.

Reap the benefits of this true all-rounder for interior construction.

Application examples:

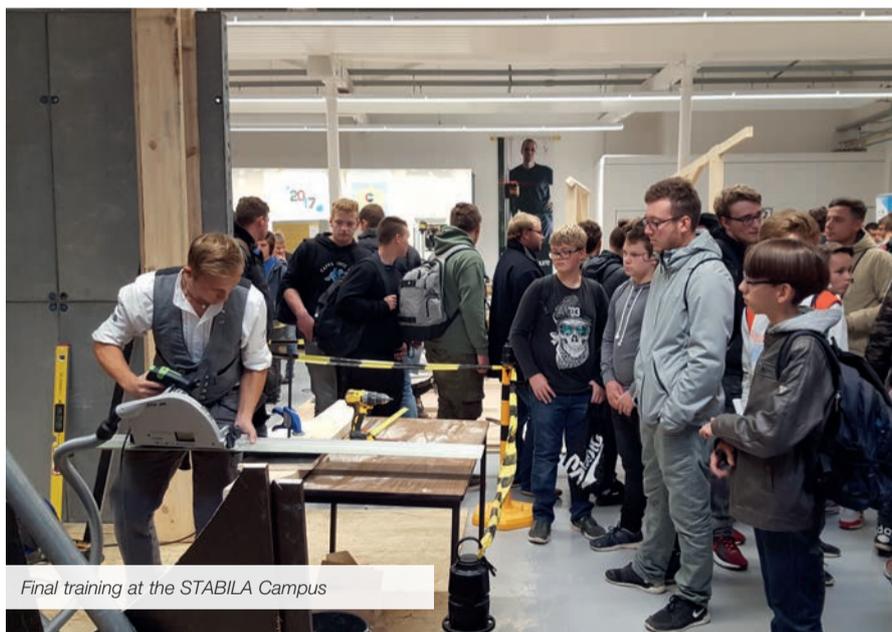
- For joinery – aligning and installing kitchen cupboards, aligning worktops.
- For electrical installation work – aligning plug sockets, light switches or cable ducts.
- For tiling work – marking out the tile layout.
- For installation work in sanitation, heating and air conditioning – aligning pipe clips and lines.
- For decorating – masking work, attaching borders with adhesive, wallpapering.

The LAX 50 G is available as a 3-piece set consisting of: LAX 50 G cross line laser, multi-purpose platform, belt pouch, 3 x AA 1.5 V batteries



Wide range of attachment options: Rotating multi-purpose platform for flexible positioning of the laser on the floor and on tripods (1/4" and 5/8" threads). Strong rare-earth magnet system for securely attaching the platform to metal objects such as U-profiles. Hanging hole for wall attachments. Integrated clamping device on the laser for pipe attachments (maximum diameter: 30 mm).

STABILA's commitment to the next generation of tradespeople



Final training at the STABILA Campus

STABILA has long been committed to nurturing young talent in the building sector in Germany.

A primary focus is supporting training centres for tradespeople. A sponsor of Germany's national association for the construction industry (the Zentralverband des Deutschen Baugewerbes or ZDB for short; see www.zdb.de) and an official partner of WorldSkills Germany, STABILA also supports Germany's national construction industry team – bricklayers, carpenters, tilers and plasterers, as well as skilled

tradespeople working with concrete and reinforced concrete – in competitions at both national and international levels.

The WorldSkills championships – the World Cup of non-academic professions – take place every two years, offering young people a unique opportunity to show off their skills and pit themselves against international competition. The most recent event in Abu Dhabi last October saw the best in the business taking one another on. WorldSkills also provides

a global platform to raise public awareness of the many and varied professional trades being practised and encourage young people to take up a career in a trade.

The candidates who were to represent Germany completed their final training preparations for the event at the STABILA Campus, the company's in-house training centre. Many students, apprentices and teachers from all over the region took advantage of the opportunity to come along and watch the team in action at close quarters.



From STABILA's point of view as a manufacturer of measuring equipment for builders and tradespeople, providing sponsorship is the ideal way to foster and encourage quality and performance in German construction. Ultimately, engaging with our target group in this way also benefits trade at the same time.



Germany's national construction team with Klaus-Dieter Fromm, head of the German construction trade delegation in Abu Dhabi and chair of the ZDB's vocational training committee (source: ZDB)

TECH 700 DA digital electronic angle finder: 3 in 1 – more than just a digital electronic angle finder

Extremely versatile – the TECH 700 DA digital angle finder. A high-quality product made in Germany that perfectly combines three tools: angle finder, spirit level and bevel gauge.

Exact angles can be calculated with the latest electronic measuring technology. Components are aligned accurately with the high-quality STABILA vials. Using the locking mechanism, the tool may be used as a bevel gauge and the measured angles easily transferred onto a part. Tradespeople reap the benefits of this indispensable all-rounder, which performs the work of three different tools, on a daily basis.

Product advantages:

- Electronic angle finder for quickly determining and transferring interior and exterior angles in the range from 0°–270°.
- Digital display with large digits and lighting that can be activated and dimmed.
- LOCK function: locking mechanism for transferring angles reliably.
- Vials which can be read easily, even when the arm is folded in.
- Two particularly wide contact edges for accurate and reliable marking of angles in all positions.
- REF function: allows a reference angle to be accepted, saved and then transferred to other components.
- HOLD function: saves the measured



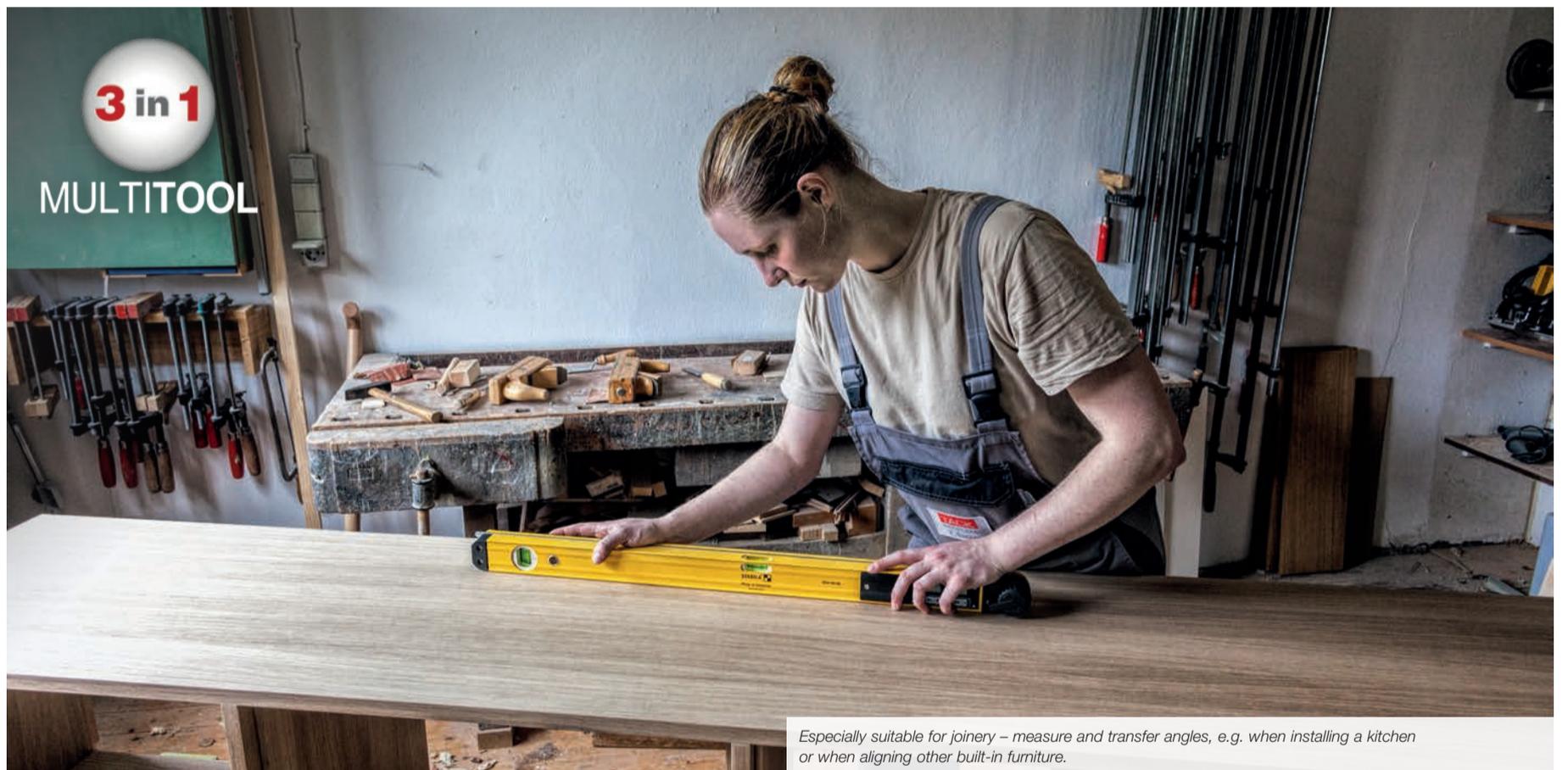
One tool – three functions: digital electronic angle finder, spirit level and bevel gauge.

value – for accurate measurements and quick transferring even in hard-to-see places.

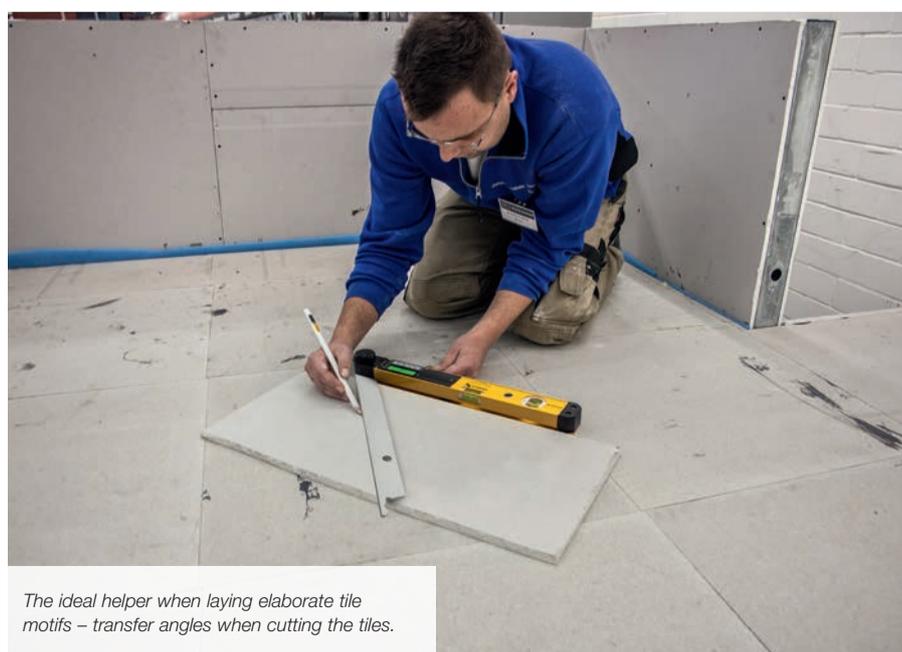
- Displays the angle bisectors at the touch of a button – ideal for quick and accurate mitre cuts.
- Switches off automatically if not used for 60 minutes.

■ Precise measuring results with an accuracy of $\pm 0.1^\circ$.

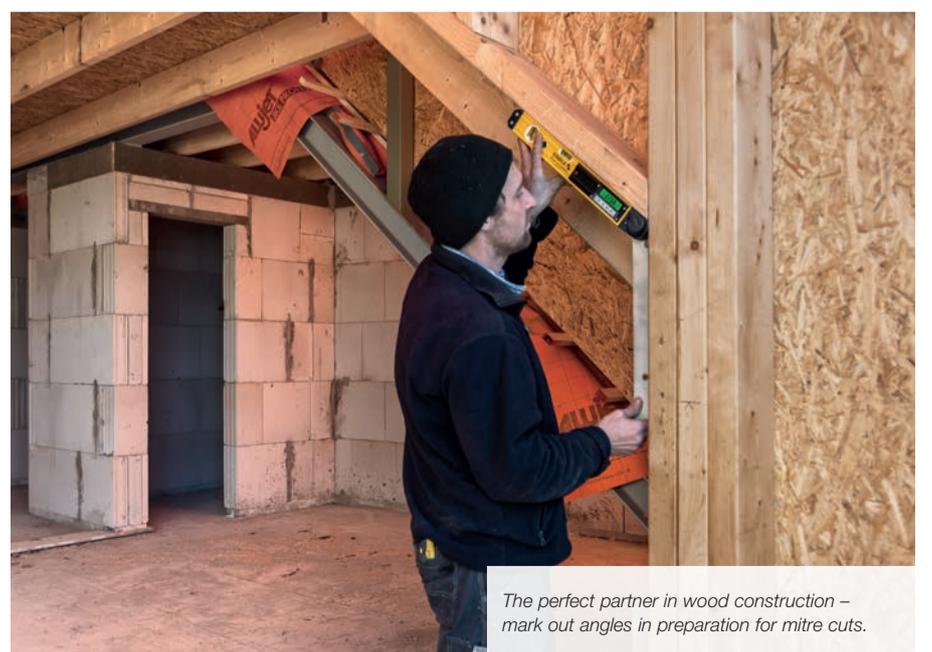
- Protection class IP 54.
- Includes bag.
- Equipment: 1 digital display, 1 horizontal vial, 1 vertical vial, 2 coated measuring surfaces.



Especially suitable for joinery – measure and transfer angles, e.g. when installing a kitchen or when aligning other built-in furniture.



The ideal helper when laying elaborate tile motifs – transfer angles when cutting the tiles.



The perfect partner in wood construction – mark out angles in preparation for mitre cuts.

First of its kind in the world from



Works “big” in a small space!

BESSEY is introducing a first of its kind in the world with the GearKlamp GK: The clamp that conveniently masters clamping applications in a perfect way – even in the tightest spaces. This is made possible by a patent pending mechanism that allows you to separate the spindle from the handle and to position it around the rail. For example, the compact BESSEY GearKlamp GK can be skillfully used even in places that were previously difficult or impossible for clamping tools to access.

With the GearKlamp GK, BESSEY once again demonstrates its innovative leadership in the field of manual clamping tools. The special design of the clamp is based on the sound technical know-how of the BESSEY developers, with the aim of making daily work in trade and industry easier.

To do this, BESSEY separated the spindle from the handle and positioned it around the rail. The GearKlamps force is transferred due to the internal gear mechanism concealed in the sliding jaw. The new GearKlamps design is much more compact in comparison to classic screw clamps, lever clamps and one-handed clamps, which gives the user key advantages: For one thing, there are no disruptive tool components in the work area for the mechanic to run into and thus damage the workpiece or even injure themselves. Ergonomic handling is guaranteed in every clamping situation. The result is not having to twist your hand and be in more comfort when working.



from BESSEY – GearKlamp GK

The GearKlamp is available in four versions:

Order -No.	Opening mm	Throat depth mm
GK15	150	60
GK30	300	60
GK45	450	60
GK60	600	60

Unique compact design

The GearKlamp GK is extremely flexible and can even be used in the tightest of spatial conditions:

- due to the patented mechanism that separates the handle from the spindle and positions it around the rail
- due to the crossed v-grooves on the upper section for securely holding round, pointed and angular components

Ergonomic use

The clamp contains all kinds of clamping technology and guarantees the user greater comfort:

- due to the high-quality two-component plastic handle for safe handling
- due to the quick-release shift button for quickly adjusting the sliding bar
- due to the swivelling pressure plate for exact alignment of the workpiece

Robust technology

Meeting the BESSEY quality promise was a focus in development, and so the GearKlamp GK is also a winning choice in terms of durability:

- due to the use of high-quality materials, such as fibreglass-reinforced polyamide for the top and bottom, as well as hardened, tempered and burnished steel for the profiled rails
- due to the sliding bar's plastic housing, the driving mechanism is protected from dust and splintering



Clamping in a narrow section can cause problems when using classic screw clamps and lever clamps as the handle prevents the clamp from being placed correctly.

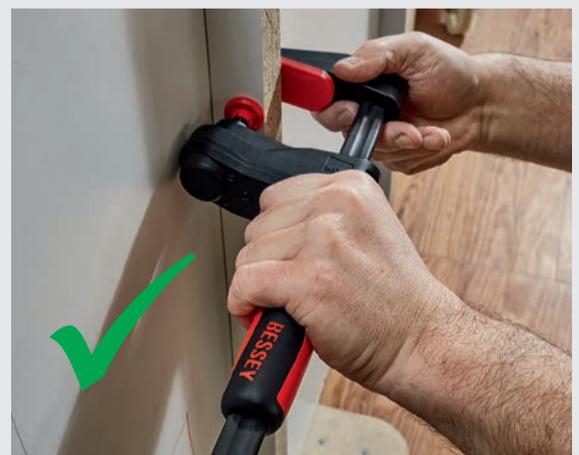


The risk of damage to the workpiece and injury increases in confined working areas when clamping tools with protruding components are used.



The clamping in front of a closed surface is not possible due to the positioning of the handle with classic screw clamps and lever clamps as the handle cannot be actuated.

The new GearKlamp GK from BESSEY makes it conveniently possible – without additional aids, with enhanced ergonomics, with reduced risk of damage or injury



New handle generation, new products: PARAT get off to a flying start at the International Hardware Fair 2018!

As a recognized market leader for premium tool cases and case systems, PARAT has been globally active for more than 70 years as a professional and reliable supplier for specialist dealers from the most common trades.

On-going further development and process optimization are an inherent part of PARAT's corporate philosophy. In keeping with this goal, PARAT presents itself at the International Hardware Fair 2018 with a multitude of innovations:

The new handle generation: carrying handle by PARAT

The key product highlight is the latest generation of PARAT's carrying handle – it is integrated in almost any PARAT tool case and bag. Its ergonomic shape and anti-slip softtouch surface with handy dimples make the handle design unique on the market. In addition, the practical handle snaps into place at 90° and enables a back-friendly placing and lifting of the tool case. Oil, dirt and sweat simply run off the case surface thanks to its resistant material. Moreover, the handle design is a particular eye-catcher:

entirely in the style of the PARAT logo with its red color, the red style line gives every tool case a polished look.

One case – numerous options

And again this year, the company places great emphasis on close collaboration with the end customer. In order to strengthen the focus on user experience-driven development, PARAT incorporates direct feedback from the customer into the product creation process, as it did before. And for PARAT, this means that a very special product combination is right at the top of the agenda: only those features from different objects are brought together that best met the customers' needs, which are then combined in one single product. This way, you achieve a perfect final result that leaves nothing to be desired. To this end, the CARGO tool case is

merged into the CLASSIC product line: the popular CP-7 interior fitting is now integrated in PARAT's best-selling CLASSIC series. The models are available in different sizes, from the compact standard case to the KingSize Plus format, which accommodates up to 70 tools. The CLASSIC models can now be purchased both with premium sewn-in pockets and with the exclusive CP-7 tool holders. The case body is made of extremely sturdy and anti-slip X-ABS plastic. In addition, the CLASSIC premium tool cases offer various locking types from simple clamp lock to combination lock – or functional TSA LOCK® mechanism. The CLASSIC tool case provides the perfect organizing and transport solution for almost any trade, which makes it very flexible to use.



THE TOOL CASE.

Practical trolley castors:

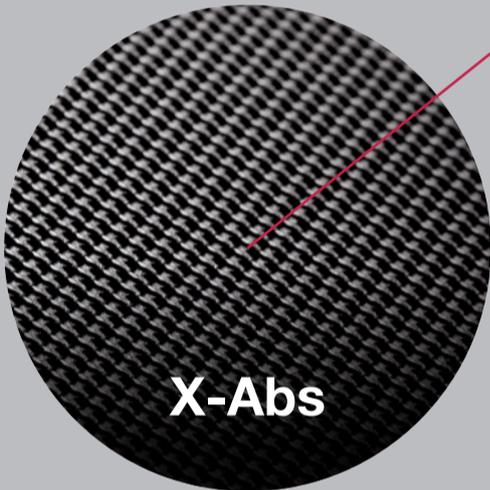
The high-class trolley system combined with smooth-running wheels ensures comfortable transport of your working equipment.

The new carrying handle:

Modern design meets the highest degree of functionality.

Sturdy case shell:

The tool case body comes with an anti-slip X-ABS softtouch surface. This ensures secure grip of the case even during "bumpy" rides in a van or on uneven working surfaces. In addition, the softtouch surface leaves no scratches on tiles, floors etc.



X-Abs



Con-Pearl®

Clever organizing systems keep your tools always ready to hand:



Along with the well-proven sewn push-in compartments, PARAT provides the CP-7 tool holder system. The fastening system securely holds the tools in place, even overhead, and keeps them neatly stowed away.

Hard-wearing tool boards made of wipeable Con-Pearl® Material:

The highly robust Con-Pearl® plastic material is strong enough to handle intensive use. It is stain-resistant, moisture-proof and extremely lightweight.

KNIPEX pliers wrench – the optimised classic:

Greater gripping capacity – less weight – added comfort

The KNIPEX 250 mm classic is now more powerful: the pliers wrench can flexibly grip all wrench openings up to 52 mm or 2 inches. At the same time, the new version of the adjustable pliers wrench with its typical adjustment at the touch of a button is considerably lighter and – with two new setting scales – is even more user-friendly.

The 250 mm long KNIPEX pliers wrench with parallel gripping jaws which can also grip sensitive work components such as chrome-plated nut gently and powerfully, is now more effective: weighing just 450 grams, it is 15 percent lighter than its legendary forerunner, while retaining its high stability and offering a wider range of functions. With 19 setting positions that can be

selected and locked into place at the push of a button, it has 2 more settings than its predecessor. 13 percent more gripping capacity means the pliers wrench can now grip nuts and screw heads with a wrench opening of up to 52 mm or 2 inches with zero backlash.

The new model displays the current setting on two laser-cut scales above the serrated adjustment catch – a metric scale on the front of the pliers head and an imperial scale on the back. As an alternative to the rapid button adjustment on the component, the desired wrench opening can therefore also be fixed beforehand using the scale.

An adapted sleeve design and the new ribbing on the handle improve the ergonomic handling of the pliers

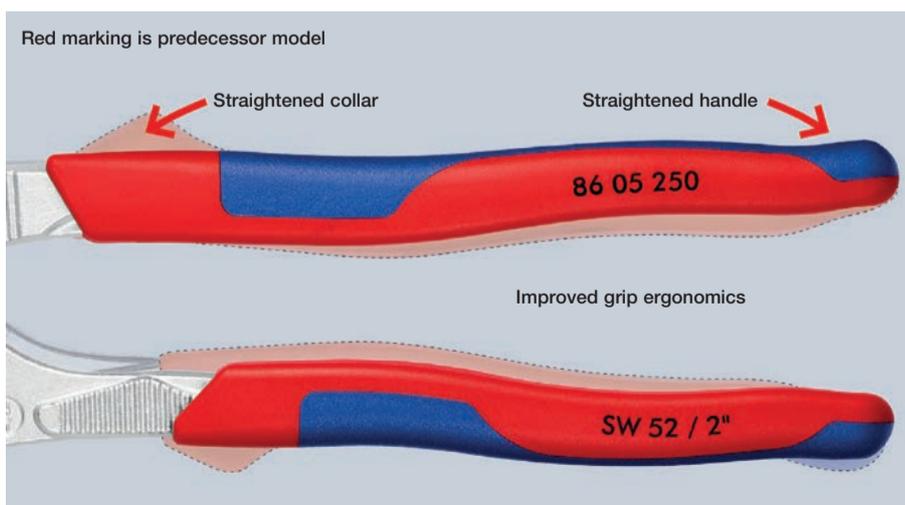
wrench, various sizes and versions of which have been successfully used for decades in the areas of plumbing, construction and agriculture, the motor trade as well as in industry, service and transport.

KNIPEX also offers the advanced KNIPEX 86 250 in a wider range of surface and sleeve versions. The further development of a universal space- and cost-saving screw assembly tool with a wide range of uses.

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Work without damaging sensitive surfaces



Ergonomic and "pocket friendly" thanks to multi-component grip



Opening width lasered onto the pliers head (metric on the front and imperial on the back)

KNIPEX Twistor16 – All-rounder at the end of the cable: The self-adjusting pliers for crimping end sleeves (ferrules) up to 16 mm² from any direction

The innovative KNIPEX Twistor16 crimping pliers enable you to crimp end sleeves from just about any working position. This is made possible by the fully rotatable crimping die which, with its eight perceptible locking positions, is flexible and safe to use. The crimping tool adapts automatically to all cross-sections of between 0.14 and 16 mm².

The new KNIPEX Twistor16 makes it possible to crimp end sleeves without laborious changes of crimping die or pliers, and to do so from almost any working position: its die head, which can be rotated by 360°, guarantees flexibility and time-saving during electrical installation. When rotating, the die head noticeably engages in eight common working positions.

Since the square crimp profile automatically adjusts to the various cross-sections in the capacity range of 0.14 to 16 mm², no manual adjustment whatsoever is needed beyond selecting the working direction. Incorrect crimping due to

the wrong crimping dies can be ruled out. Twin end sleeves up to 2 x 6 mm² can also be crimped without a problem.

End sleeves with a length of up to 16 mm are crimped in a single operation. In addition, the crimp form with double-sided access and without depth restriction enables longer end sleeves to be crimped by simply pushing them in further for a second crimp stroke.

The ergonomic handle of the light, slim pliers and the reinforced manual force resulting from the toggle lever mechanism ensure fatigue-free work. The KNIPEX Twistor16, which is manufactured in high-grade chrome vanadium electric steel and is oil-hardened, has an integral lock with release mechanism to guarantee a consistently high crimping quality that complies with standards.

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Uniquely flexible: connectors can be inserted in the rotatable die head from almost any position



Twin end sleeves (ferrules) up to 2 x 6 mm² can be crimped without adjustment



Crimp head can be rotated 360° for optimal accessibility, even in confined spaces

Low-fatigue continuous cutting

Besides its futuristic design, the D39ASS shape and straight cutting snips from BESSEY offers many technical refinements that make everyday work easier and increase the service life of the snips:

Unique in the snips segment is the sintered steel insert developed by BESSEY in the joint area of the D39ASS. It prevents friction, which makes the snips especially smooth running and extremely wear-resistant. A panel with a stainless steel look over the joint does not just give the shape and straight cutting snips its

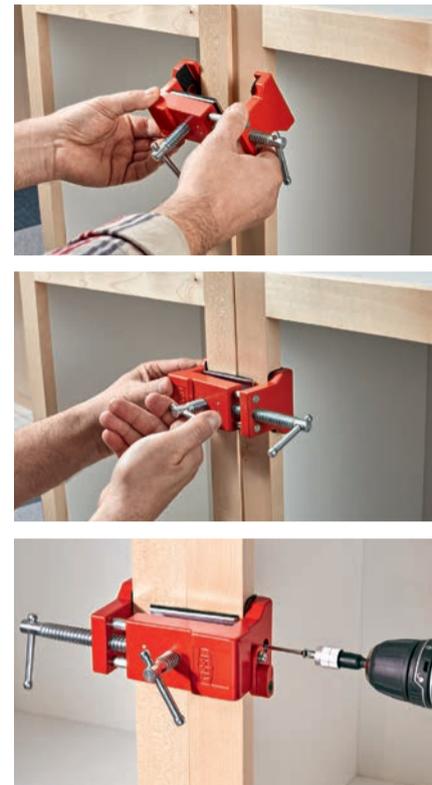
futuristic design, but also protects the spring that is below it and that is therefore placed in the housing so that it is maintenance-free. The new D39ASS shape and straight cutting snips also offer the user a tangible benefit when it comes to ergonomics and precision. On the one hand, the snips are characterised by a reduced handle opening angle and a centrally placed latch. On the other hand, they have an extremely compact cutter head, making curved cuts even easier and more precise. In addition, the partially countersunk head screw connection prevents scratches in the surface.



Fast, precise cabinet installation

The new front frame clamp FRZ from BESSEY makes it easier to install cabinets with front frames:

All work steps required for the installation can be carried out while clamped – without having to remove or reposition the clamp. The work is simple and the result will win you over with its speed and quality. The special design makes it possible for the FRZ front frame clamp to remain on the workpiece for the entire assembly period: The L-clamping jaws enable to clamp both sides and to also connect the cabinets. Any mismatch in depth can then be corrected using the adjustable alignment plate. In addition, the new BESSEY clamp is equipped with a swivelling drill bush. It enables precise pre-drilling of the screw connection while clamped. The clamping device is removed only after all work has been completed. This prevents the cabinets from shifting during installation.



Hold on!



Advantageous clamping of the screw



Pure holding fun

Many screws now follow this advice! To keep them from falling, Wera has equipped many tools with the **holding function**.

Often, the user desires that screws be held on the tool so that they will not fall off and be lost when fed from the work piece. This is precisely what the Wera tools holding function fulfills.

Special geometry developed by Wera creates a **clamping force** between the tool and the screw. This force is strong enough to hold the screw on the tool. Once the screw is fixed to the work piece, the tool can be easily removed again.



New sets with holding function



New tool with holding function

New in the range are now **3/8" sockets and bit sockets for TORX® and Hex-Plus profile**, each with holding function. The new tools are available individually and as a set.

The Wera tool assortment with holding function includes the following tools: Sockets for external hex screws, Bit sockets with profiles TORX® and hexagon, Screwdrivers, bits and angle keys with TORX® profile Joker ratcheting combination wrench – where the holding function is achieved by the metal plate in the mouth.



Long L-Key version

Also note the following Wera 2018 innovation in the new Wera catalogue: **TORX® L-Key with long arms** for comfortable working with a long lever.

Spirit Levels Series 80 AS: slim, stable and handy profile for any measuring task

For anyone who looks for an accurate and reliable spirit level with a slim profile, the model of Series 80 AS is just the ticket. The reinforced aluminium rectangular profile, together with STABILA installation technology, ensures accuracy and a long service life. The vials and the measuring surfaces align perfectly with one another during the production process and are permanently connected. This is how STABILA ensures that the spirit level measures with absolute precision even after many years of use. This is a spirit level that delivers what it promises.

Product advantages:

- Aluminium rectangular profile with reinforcing ribs – for high stability and secure hold while working.
- Integrated anti-slip stoppers allow for a firm hold when marking – the spirit level does not slip.
- STABILA installation technology ensures long-term accuracy – measuring accuracy in normal position is ± 0.5 mm/m and ± 0.75 mm/m in reverse position.
- STABILA high-quality vials for

optimum readability – highly transparent, hard-wearing acrylic glass with precision-ground inner contours and fluorescent vial liquid.

- Spirit level with two measuring surfaces – accurate measuring in all positions.
- Coated measuring surfaces protect delicate surfaces.
- Easy to clean thanks to the electrostatic powder coating.

Type 80 AS and Type 80 AS-2:

especially suitable for use in the fields of gardening and landscaping work, reinforced concrete construction, carpentry as well as joinery and tiling.

Type 80 ASM: especially suitable for measuring tasks in metal construction and drywall construction.



Plastic end caps protect the profile against impact.



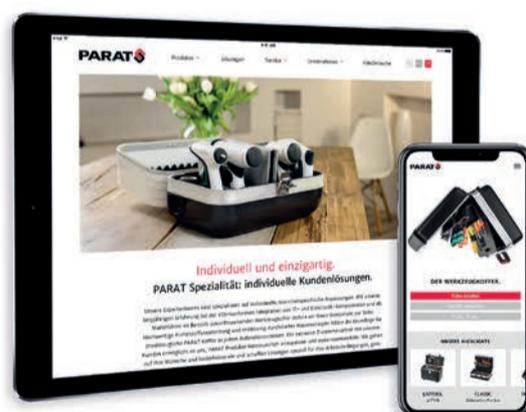
1. Type 80 AS: standard version, with one horizontal und one vertical vial.
2. Type 80 AS-2: two vertical vials allow quick readings.
3. Type 80 ASM: extra-strong rare-earth magnet system for adhesion to metal objects.



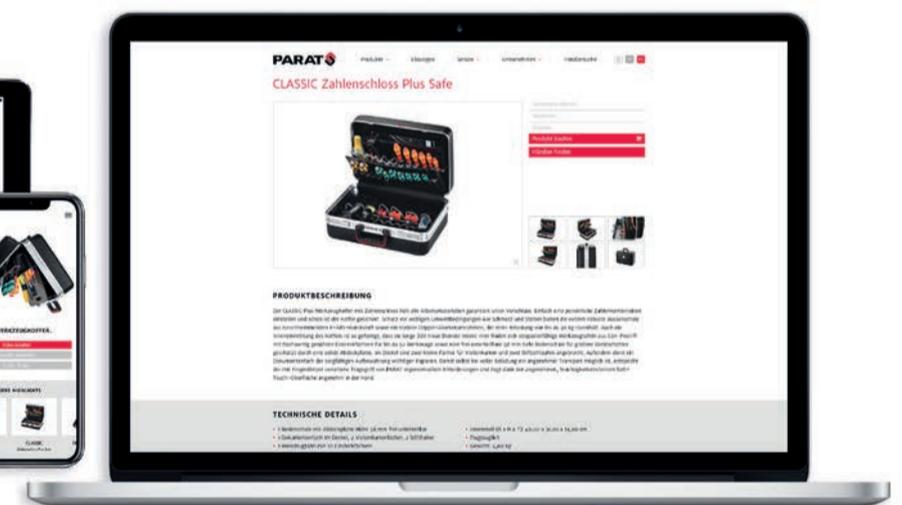
Fresh design, more customer value: the newly launched PARAT website with smart product finder

PARAT has been operating throughout Europe for more than 70 years now as a professional manufacturer of premium tool cases for specialist dealers from the most different trades and is a recognized market leader in this field. In addition to traditional tool cases and bags as well as belt pouches, the company provides premium special-purpose cases for office environments – always tailored to the customer's individual needs.

In order to provide its customers with the best services, the company has given the website for tool cases and bags a complete facelift: users will find an ultra-modern, clean design combined with lots of practical features. A special highlight is the new product finder: here, the customers can enter their individual requirements and wishes. The search works both in trade-specific and product-specific respect – e.g. options to select size or organizing system. This leads the users quickly and easily to the PARAT tool case that perfectly



Just click and browse the new PARAT website www.werkzeugkoffer.de



matches their specific needs, with just a few clicks.

On the product page, the customer gets an overview of all information needed about equipment, materials and technical gimmicks – supported by detailed photos with zoom function. The tutorial videos are an absolute newcomer: they illustrate all unique features of the respective premium tool case and show the differences in application.

This function precisely displays e.g. the benefits of the exclusive CP-7 tool holder or the easy way of mounting and dismantling the different lock types. After the customer has finally chosen the right PARAT case, there are two options: on the one hand, you can order the product in the classical way online from selected retail partners, on the other hand, there's the possibility to choose a specialist dealer nearby via the dealer search function where you

can get a live impression of the ordered product prior to purchase.

And also apart from using the specific product search function, the website www.werkzeugkoffer.de is well worth a visit. Catalogs and brochures are always available for convenient download and the most up-to-date product and company news can be found on the welcome page.

KNIPEX electronics pliers – brilliant re-engineering: for a secure grip and lasting sensitive cutting

KNIPEX has redesigned its range of electronics pliers with box joint design. With the exception of the mirror-polished surface, nothing about the 45 pliers has been left unchanged. Cutting performance has been significantly improved, and the accessibility to the work component has also been refined by slimmer tips and rounded edges. New handles and an optimised pliers geometry provide more feedback to fingertips during work.

KNIPEX electronics pliers with box joint design are available as gripping pliers (the 35 range), diagonal cutters (the 77 range) and as end cutting and oblique cutting nippers (the 62/64 range). All of these ranges have been fundamentally re-engineered, retaining the familiar benefits while improving the proven functions of these electronics pliers. One result of the new design is their greater resilience due to the change to ball bearing chrome steel. The extremely accurate, extensive two-sided guide in the box joint of the pliers prevents one-sided load

on the rivet and delivers lasting joint stability with zero backlash. A frictionless, replaceable double spring ensures gentle, consistent operation of the pliers.

Changes to the pliers geometry create uniform deflection of the individual parts of the pliers under load and increase sensitivity during work. In the case of the electronics diagonal cutters, the durable, laser-hardened cutters extend the permanently high cutting performance. The fluted moulding behind the cutter reduces the cutting force required for thicker materials. The finishing of the cutting edges to high-precision working centres guarantees cutting edges with consistent and maximum precision. With the gripping pliers, the rounded outer edges of the jaws prevent damage to adjacent components in the event of unintentional contact.

Instead of the dipped handle coating, the new models have ergonomically designed, slim single component grips made of non-slip plastic. Alternatively, more



KNIPEX presents the re-engineered electronics diagonal cutters, end cutting nippers and gripping pliers. Whether in terms of durability, transmission of force or dexterity, the new models are more powerful in many areas.

voluminous two-component grips with a greater hand contact area are still available as an option. Both designs are pulled up significantly closer to the pliers head, allowing the electronics pliers to be guided securely and sensitively between

thumb and index finger close to the box joint.

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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 29.04.2018

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

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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