



HALDER



STABILA 



Spring Edition 2020

# How to win over your customers with Influencer Marketing



**Everyone's talking about "influencer marketing". We're going to use five examples to show you what you, as a specialist tool dealer, need to bear in mind when working together with influencers.**

Successful sellers know that building up a relationship is the critical factor when talking to customers. If the customer trusts you, they are more likely to follow your recommendations. Influencer marketing is also based on this tried and tested principle.

Social media stars give their followers access to their everyday lives and become closely involved with them. This is why anyone who follows an

influencer for any length of time gets the feeling that they know them personally. The influencer becomes a virtual friend, and often also a role model.

Influencers then use this relationship to recommend products to their followers. The example of Kylie Jenner shows how effective this can be. She is American, and has a huge community of fans who enthusiastically buy products from her cosmetics range. This has made Jenner so successful that, at 21, she has become one of the youngest billionaires in the world.

But isn't selling lifestyle products completely different from selling tools for professionals? Yes and no.

Obviously, the specialist retail market requires a great deal of expert knowledge, so brand ambassadors have to be really familiar with every aspect of the products they recommend. Videos are an ideal medium for explaining complicated and detailed technical information in a clear and understandable way. For this reason, a growing number of tradespeople are turning to the Internet for instructions and tips that they can use in practice.

Influencer marketing therefore gives specialist dealers the opportunity to reach their customers exactly when they have a particular question and are looking for a concrete answer, i.e. at the best possible moment for making a sale.

A decisive factor for success is, of course, that the influencer suits both the topic and the dealer. The best case scenario is when the dealer's target group is as close as possible to the brand ambassador's target group. A local influencer with a few hundred followers can be more valuable to a local specialist dealer than an influencer whose ten of thousands of followers are spread out across the entire country.

It is also very important that the chemistry is right. Working together with a brand ambassador should be thought of as a long-term relationship, and that only happens when the dealer and the influencer get on well with each other.

(Continued on the next page)

To find suitable people, you can always turn to an agency which specialises in influencer marketing.

The agency then does all the research, makes the right contractual arrangements and, if necessary, also provides on-going support for the working relationship.

However, having a look at who is particularly influential in local social networks is also worthwhile, especially for small companies. Specialist dealers often know which tradesmen are well respected in their area and have an extensive range of contacts. Talking to them would always be well worthwhile!

Then, if both parties have a general interest in working together, there's only the details to be sorted out. When discussing them, everyone must make absolutely sure that a fair basis for working together is agreed. When all's said and done, the brand ambassador should be passionate about promoting the dealer, and that works best when they themselves are completely happy with the situation.

For example, having interesting information they can share with their followers is something that is very important to influencers. This is why agreements between dealers and brand ambassadors often include opportunities for the influencer to test out new (and also tried and tested) products and then report about them on social media. And, of course, both sides benefit from this!

So what would this kind of working relationship actually involve? We've put together five real life examples for you.

#### Example 1: Getting started

The manufacturing company PICARD shows that right now is the perfect time for getting started with influencer marketing. The company recently started regularly uploading content to its own Instagram account<sup>1</sup> and quickly received numerous requests from influencers who wanted to test out the tool. PICARD accepted the offers and provided the products, free of charge. They didn't have to wait long for the result: the number of followers

increased by over 50 percent in two weeks. After this very promising start, PICARD set itself the goal of focussing even more strongly on influencer marketing in the coming year.

#### Example 2: Brand fans

BESSEY also receives a large number of sponsoring inquiries and has therefore developed guidelines for this kind of working relationship. For example, the guidelines specify the minimum number of followers an influencer must have, and what content can be published. BESSEY is currently working with approximately 50 influencers who are active both within Germany and abroad to almost an equal extent. Siggie Hoffmann<sup>2</sup>, for example, is an up-and-coming master carpenter and woodworker. This 28-year old is an enthusiastic BESSEY fan. By the end of 2018, his engaging personality and wide-ranging expertise had attracted over 10,000 followers on social media. For this reason, BESSEY decided to support him through tool sponsoring. The result: their social media reach increased by 40 percent in one year.

And, of course, both sides have benefited from this!

#### Example 3: Testers

Working with influencers is important for KNIPEX. Among the many presentations that have resulted from this, are a number of extremely successful product tests. For example, the German influencer "Der Elektriker" ("The Electrician") tested one of KNIPEX's toolboxes. To date, the video<sup>3</sup> has been viewed almost 800,000 times on YouTube. However, many inquiries also come from outside Germany: The American influencer Electrician U, for example, compared tools from Germany and the USA in their "TOOL WAR I – US Made vs German Made – Which is better" video<sup>4</sup>, and the Saudi-Arabian influencer @hawitools<sup>5</sup> has uploaded a series of posts about a factory visit that KNIPEX invited him to. This shows just how many ways you can work together with brand ambassadors!

#### Example 4: Promotion

STABILA has been active in influencer marketing for a number of years. Their "1889 campaign" was particularly successful. To celebrate their 130th anniversary in 2019, STABILA launched a spirit level set which sold in massive numbers world-wide, far exceeding their original expectations. A decisive factor in this success was the company's relationship with around 25 brand ambassadors, in Germany and abroad. Each of them was sent a set as a giveaway, to be put into a prize draw for their own followers. This strategy achieved a huge reach, and also contributed to a significant increase in the number of STABILA's followers<sup>6</sup>.

#### Example 5: Authenticity

WERA's Tool Rebels strategy has attracted a host of new fans to the company. Some of them have even got themselves tattooed with the campaign logo! This shows: it's not just the number of followers that's important, it's also their passion for the brand. The more believable and authentic this relationship is, the more convincing it is for others. This is why WERA values authenticity so highly in its relationship with brand ambassadors. Daniel Laqua, for example, isn't a tradesman: he simply enjoys woodworking as a hobby. However, his enthusiasm for wood as a material, and the tools made by WERA is so infectious that finding him was a real stroke of luck for the company.



[1] Source: [https://www.instagram.com/picardgmbh\\_official/](https://www.instagram.com/picardgmbh_official/)  
 [2] Source: [https://www.instagram.com/siggie\\_hoffmann/](https://www.instagram.com/siggie_hoffmann/)  
 [3] Source: <https://www.youtube.com/watch?v=eUsoKcD6>

[4] Source: <https://www.youtube.com/watch?v=q3cXG4VwdM>  
 [5] Source: <https://www.instagram.com/hawitools/>  
 [6] Source: [https://www.instagram.com/Stabila\\_official/](https://www.instagram.com/Stabila_official/)

# Influencer marketing for added trust



Eva Albert, Advertising & Communications Manager at BESSEY Tool GmbH & Co. KG, on behalf of the companies BESSEY, HALDER, KNIPEX, PICARD, STABILA and WERA.

## Dear readers,

We're all not just manufacturers, dealers, consultants and innovators: at the end of the day, we're also salespeople. Our primary aim is to bring our products to market and to successfully sell them there. And, with that in mind, we all know that trust generates sales and recommendations, which, in turn generate more sales. In short: creating trust is worth it! But just how do we do that? Traditional advertising may be good at catching people's attention, but sometimes it has a credibility problem. In the context of the increasing significance of social media, which was the main topic of the previous issue of Qfaktor, we now have a brand new opportunity: Influencer marketing. Influencers are people who are active on social media channels and allow their viewers, readers and fans to have access to their everyday lives and interact with them.

This creates – yes, that's right! – authenticity and trust. And this is why product recommendations from influencers are so very effective.

This, in turn, gives us marvellous opportunities for acquiring new target groups and convincing existing groups indirectly about us. Sounds like heaven, doesn't it? However, the snag is: (self-proclaimed) influencers are now as common as grains of sand on a beach, and for many young people it is now their number 1 career choice, even more popular than rock star, pilot or footballer. Not every Youtuber, Snapchatter or Instagrammer with followers can be regarded as a multiplier, by any stretch of the imagination. Read the editorial in this issue of Qfaktor to find out how to separate the wheat from the chaff, see what opportunities and pitfalls are involved in influencer marketing and what other issues you have to consider so you can make the best possible use of these communications channels.

Convincing people of the products themselves is one thing. Anyone who wants to be remembered as a good consultant will ideally stand shoulder to shoulder with their customer, as a partner, even when it comes to selecting the right tools. Not an easy task, considering the myriad of products on the market. Thank goodness for Qfaktor! Simply go to [www.qfaktor.com](http://www.qfaktor.com) and call up suitable product overviews for 23 trades on separate subpages, with an interesting mixture of classics, innovations and trade secrets. More about this in the next article.

We're sure you'll find the other topics in this Spring issue equally fascinating, so we hope you enjoy reading more!



## Qfaktor

# The best tools for 23 trades

Which tool does your customer need? At [www.qfaktor.com](http://www.qfaktor.com), we've put together a selection of products for 23 different trades. They not only save time, but make your work easier.

A good consultant always has exactly the right tip for their customer. But how do you keep track of things when there are so many products available on the market? For example, which new (and tried and tested) tools does a concrete worker or a carpenter need? We've set up trade-specific pages on the Qfaktor website so you can always give the most up-to-date answer to these questions. Since February, we've created 23 subpages online. Each of them presents up to 25 products.

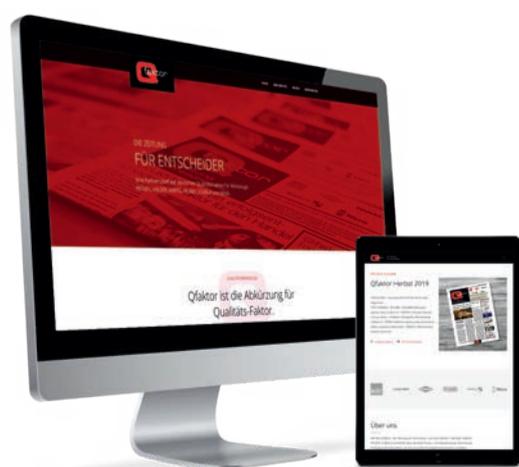
**Classics and trade secrets: you'll quickly be able to find the best products for your customer on the Qfaktor website**

In future, just as before, every issue of Qfaktor will showcase our best products for two trades. You'll always find the latest supplement on our website's home page: [www.qfaktor.com](http://www.qfaktor.com). Supplements from past issues will no longer be archived on the website. We've created new subpages for the different trades instead. The benefit for you: Our partners will constantly update the pages, to make sure they always contain the very latest information.

You can use the new system to get a general overview, or find out about a particular trade in greater detail. For example, go to [www.qfaktor.com](http://www.qfaktor.com)<sup>1</sup> to find all the products we would

particularly recommend for window manufacturers. These include PICARD steel hammers, HALDER soft-face mallets, BESSEY clamps, KNIPEX pliers, STABILA spirit levels and WERA screwdrivers. Go and have a look!

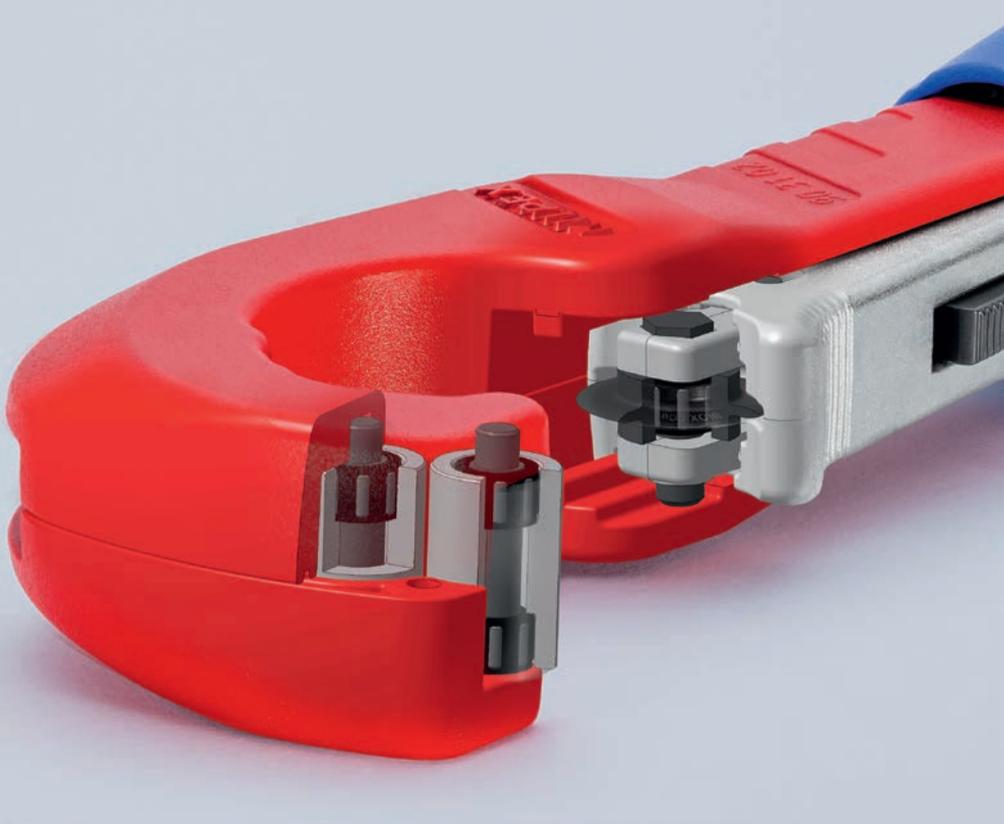
[1] The full web URL is: <https://www.qfaktor.com/produkttempfehlungen/industrie/fensterbauer/>



Want to use Qfaktor in digital format too? Have a look at our online download archive:

[www.qfaktor.com](http://www.qfaktor.com)

Qfaktor's partners, BESSEY, KNIPEX, PICARD & HALDER, WERA and STABILA, are constantly in touch with their users. Feedback from the experts is used as part of an on-going process to improve and develop products even more.



KNIPEX

# TubiX® Pipe Cutter: The quick and easy way to cut copper, brass and stainless steel pipes using just one hand

There's no easier way to cut pipes! The KNIPEX TubiX® pipe cutter makes it easy to cut pipes up to 35 millimetres in diameter with a wall thickness of 2 millimetres accurately. An integrated deburring tool is also included in this useful device.



**The 180 millimetre long KNIPEX TubiX® pipe cutter makes work much easier.** Copper, brass and stainless steel pipes with a wall thickness of up to two millimetres and diameters from six to 35 millimetres (1/4" - 1 3/8") can be cut easily using

just one hand without much effort. This is done with the QuickLock single-handed quick adjustment which independently guides and locks the tool onto the pipe, then accurately positions the cutting wheel for different pipe diameters. Afterwards an integrated,

retractable deburring tool smooths out the cut surface. The cutting wheel is made of quality ball-bearing steel and can be exchanged quickly.

What to do: simply place the open TubiX® pipe cutter on the pipe, then

position and lock the cutting wheel into place on the workpiece using the QuickLock mechanism. The pipe is cut by turning the tool, and with the ergonomic feeding barrel the clearance to the cutting edge can be freely adjusted. The cut surface can then be deburred if necessary.



BESSEY

# For rails and much more

This will elicit a surprised “wow” from many users: The new EZR not only extends the BESSEY range of high quality table clamps with a one-handed version. Besides its actual purpose, it has many other possible uses on top of that.

### One clamp, dozens of possibilities

The EZR one-handed table clamp has a special guide on the upper part for grooves 12 x 6.5 mm to 12 x 8 mm and a special adapter on the lower part. Equipped this way, it securely fixes guide rails of various brands with up to 750 N clamping force. The clamp is also suitable for clamping in profiles and on work tables. Thanks to the many tool-free options for changing the upper part and adapter, there are always new applications for the clamp: for normal clamping or spreading as

well as for step-over fixing work when the adapter is pushed onto the upper or lower part.

### Comfortable and durable

The EZR enables both ergonomic and safe handling. Its high quality 2-component plastic handle with pump lever behind the rail ensures a secure grip from both directions. Thanks to the release lever positioned in the handle, the sliding arm can be quickly adjusted and the clamp removed when the work is complete. Equally “handy”:

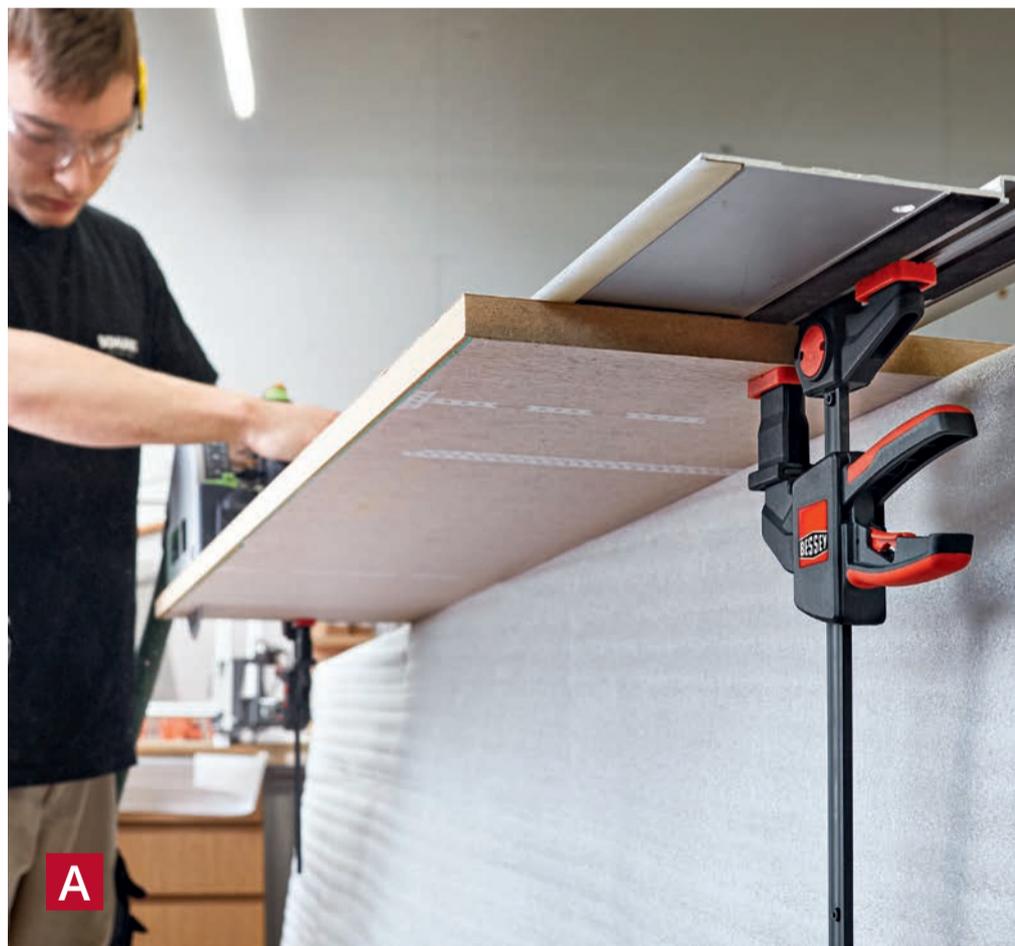
A crossed v-groove integrated in the plastic protective caps for securely fixing round, pointed and angular components.

BESSEY also makes no compromises in terms of robustness with the new one-handed table clamp. This is once again made possible by the focus on quality, coupled with a high level of practical know-how. Upper and lower parts made of glass fibre reinforced polyamide combine with a profiled rail made of tempered and burnished steel to form a one-handed clamp that is as practical



as it is durable. Additionally the plastic housing also protects the handle mechanism from dust and splintering.

EZR15-6SET, two of the one-handed table clamps with 150 mm opening width (spreading width 120 – 310 mm) and 60 mm throat depth are available.



STABILA

# New STABILA „Product highlights“ catalogue

The handy STABILA compact catalogue has been given a brand new look. The new 2020/21 edition is entitled “Product highlights”.

With a modern design in a square 14.8 x 14.8 cm format, the catalogue comprises 76 pages covering the most important measuring tools in the STABILA range. Thanks to the focused presentation, the features and application possibilities for each product can be

viewed at a glance – with large-format application images, clear infographics displaying the products’ technical features and text that is limited to just the important details. This provides users with a quick overview and makes it easier to find the right measuring tool.

The catalogue is designed as a general communication tool for positioning the STABILA brand. It is primarily aimed at potential customers at the PoS or at

customer events and can be used by dealers as a supplementary aid when advising customers.

The “Product highlights” catalogue is available in German as well as 21 additional languages. It is available to download at: [www.stabila.com](http://www.stabila.com).



# BlackGiant® Bar by Picard: Superior power

It's always the same: Someone picks up a Picard tool and immediately notices the difference. The same applies to the BlackGiant® Bar. Because this new pry bar has a professional T-section which sets a new standard for feel and stability. The perfect moulding ensures that you can develop real power with this tool. And with the classic Picard colour combination of black and orange, the BlackGiant® Bar doesn't just look better, but is also highly visible from a distance and easy to find.

Thanks to the T-section, the new pry bar by Picard is extreme robust and resistant to bending. The design also has an effect on the weight: You don't need to have an extra cereal bar in the morning in order to work this weight-optimised tool. The special shape of the BlackGiant® Bar also helps: Thanks to the 90 degree design, perfect leverage can be achieved, which gives over 50 % more lift with a comparable lifting force. The rough surface of the tool also means it can always be held properly, thanks to its robust rough-and-tough coating, significantly reducing slippage.

Picard also provides an optimised design for the claws: The wide shape provides a secure surface, which also lessens the chances of the bar digging into the surface beneath it. A conscious decision was made to avoid grinding the claws, to keep their surfaces rough as well and consistently prevent slippage. All of this enables safe work, from pulling nails out quickly to powerful leverage.

**Picard supplies the new BlackGiant® Bar in three sizes:**

The large variety with a length of 930 mm, the manual variety with a length of 610 mm, and the small variety with a length of 300 mm. The three-piece set is particularly attractive with the striking design of its packaging. Of course, the tools are also available separately.

One of Picard's greatest strengths is the diversity of its product range. Because of this, even the pry bars made by the traditional manufacturer are different: The BlackGiant® Flat Bar and the BlackGiant® Utility Bar are supplements to the BlackGiant® Bar, for specific areas of application.

The new BlackGiant® Flat Bar is extremely flat, so that it can even lift and pull out nails which have been deeply hammered in. The 175 mm long mini pry bar possesses an ergonomic shape for an optimal lever effect. The 250 mm long BlackGiant® Utility Bar is equipped with



Picard supplies the new BlackGiant® Bar in three sizes: the large variety with a length of 930 mm, the manual variety with a length of 610 mm, and the small variety with a length of 300 mm

an extra wide claw so that, for example, it will not damage the surrounding area while removing planks or skirting boards.

Both smaller pry bars are powder-coated and possess polished points. Ergonomic moulding helps to achieve an optimal lever effect, and enable safe, low-impact work.

The new BlackGiant® Bar, the BlackGiant® Flat and Utility Bars are

forged, hardened and tempered. This ensures extreme hardness and resilience. The results of this combination are robust tools which have grown to meet the hard demands of the professional's working day on the building site, in industry or during installation work. They are therefore also worthy of bearing the name of BlackGiant®, established in the Picard range, which represents the most ambitious heavy-duty tool solutions.



HALDER

# SIMPLEX Bonus Box Sets by HALDER are packing a punch!

By launching their Bonus Box series Halder helps dealers generate additional revenue and shrug off the pricing pressure exerted by the online trade.

**SIMPLEX soft-face mallets have proven their worth a million times over in landscape gardening. However, the SIMPLEX line also offers a large number of custom solutions for a great variety of other trades. This offers specialised retailers a vast and hitherto untapped potential for boosting their revenue.**

In an effort to offer every retailer a package that matches the trade they supply, Halder has devised a new line of Bonus Box Sets. The current selection already includes combinations that are specifically geared towards the corresponding user. At present, these are landscape gardeners, joiners, tilers, and many others. Of course, the main component of each box set is the

SIMPLEX soft-face mallet, which is accompanied by two replacement inserts and - as a particular "BONUS" - the PICA pocket pen holder plus one carpenter pencil. The exceptionally competitive pricing strategy selected for these box sets paves the way for achieving increased sales results.

The attractive package design with a transparent window brings to the forefront the premium quality of the product. The customer can see at a glance which SIMPLEX soft-face mallet and which replacement inserts are housed in the box. All replacement inserts generally available for each SIMPLEX, plus their features, are listed on the back of the box. This affords the user an overview of the many



possibilities the SIMPLEX soft-face mallet has to offer.

Apart from the inserts, the SIMPLEX housing is the factor that has the greatest effect on the impact quality of the hammer. The aluminium housing is the best choice for users who wish to work with great precision and select their own impact force. By contrast, the widely known cast steel housing will be selected by anyone who wishes to work with greater impact force.

Halder has developed different versions of Bonus Box Sets because of the importance of the diameter of the hammerhead. As a consequence, these sets are made available in a cast steel housing with diameters of 80 mm, 60 mm and 40 mm and in an aluminium housing with a diameter of 40 mm.

Combining a variety of different SIMPLEX versions and inserts, Halder offers sets

that have been optimised for the following applications / target groups:

Gardening and landscaping, carpenters, interior building, tinsmiths, tilers, joiners, repair and maintenance work as well as metalwork.

To present the product in an attractive way, Halder has come up with a sales display that takes up minimum space and is easy to set up. The display can be stocked individually to satisfy the needs of each customer group.

All SIMPLEX Bonus Box Sets along with the sales display are available from stock and can be delivered promptly.

You can obtain detailed information about all of Halder's Sets from the Halder agency responsible for your area or directly from Halder.



WERA

# The cards have been reshuffled

Anyone who believes that the process of inventing a spanner is completed will now be amazed. At the 2020 International Hardware Fair, Wera is presenting a spanner range that builds on the success of the Joker spanner that was launched in 2012.

As a reminder: In 2012 the Joker came on the market and it mixed up the spanner market with four extraordinary advantages:

- Convenient holding function by a metal plate in the mouth
- No slippage due to the limit stop
- Double hexagon geometry, which avoids slippage during screwdriving
- A back-pivoting angle of only 30°

The Joker Switch offers these advantages of the Joker, and its ring side, which is angled by 15°, also comes with a switching lever for a direction change.

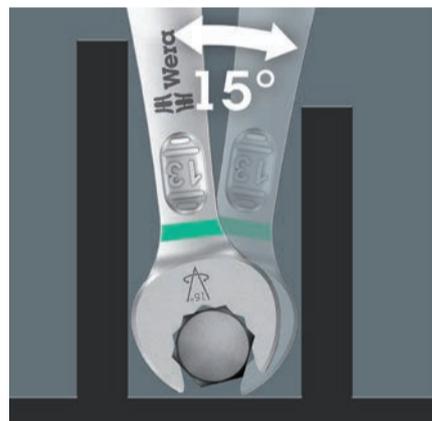
The Joker double spanner comes with a mouth on each spanner side and is well suited to locking a nut.

**New in the deck are the two Jokers 6003 and 6004.**



## The Joker 6003

As installation space becomes increasingly tight during screwdriving, tools are necessary that enable users to work successfully even in such situations. Narrow spaces require additional positioning points of the tool. So the question is: Can spanners be modified so that the positioning possibilities of the tool increase?



Especially small swing back angle

The Joker 6003 answers this question with "Yes, that's possible".

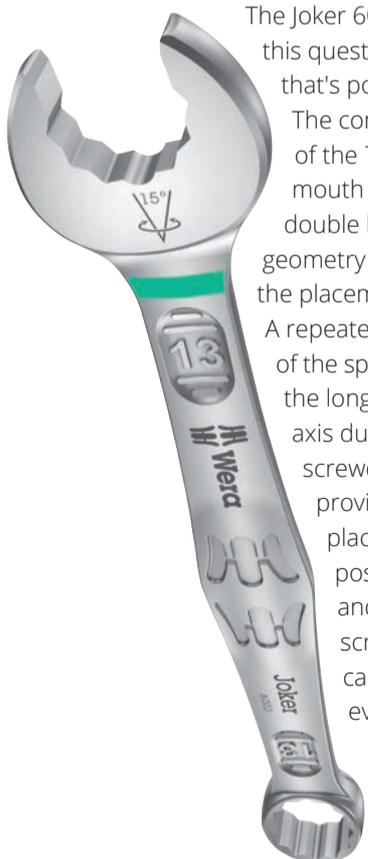
The combination of the 7.5° pivoted mouth and the double hexagon geometry doubles the placement points.

A repeated 180° turn of the spanner around the longitudinal axis during screwdriving provides four placement possibilities, and bolts or screw heads can be "taken" every 15°.

The Joker 6003 will automatically find the respective placement point after every turn. Thus, the Joker 6003 with its smart mouth geometry significantly expands the range of uses in confined spaces.

The slim yet robust ring side is angled by 15° to the tool axis. The high-quality surface treatment achieves a high and long-lasting corrosion protection.

- Especially suitable for tight spaces.
- The special mouth geometry expands the positioning possibilities of the tool.
- The low return angle in the mouth "takes" the screw every 15°.
- Slim ring side angled by 15°.
- With tool finder Take it easy: colour coding by size.



## The Joker 6004

Many users wish to have a universal screwdriving tool with the widest possible range of applications. It should be a single tool for multiple metric and imperial dimensions. It should automatically adjust to the different screw sizes. It should be safe to grab without damaging anything and should allow for a high working speed. The Joker 6004 rises to all these challenges.

With its continuous and parallel jaws the Joker 6004 replaces several single spanner dimensions. The required size is automatically and continuously set when attaching the tool to the hexagon bolt or screw. The integrated lever mechanism securely clamps the hexagon screw or bolt between the jaws, which significantly reduces the risk of slippage or damage. The ratchet function ensures fast and consistent screwdriving without removing the tool. Using the corners in the upper part of the jaw (the so called "width rectangular

prisms"), a back-pivoting angle of only 30° can be realized. The single-arm design, in conjunction with the ratchet function and the corner-width prism, make it possible to work even in confined spaces.

The adjustable Joker 6004 is the universal screwdriving tool. Self-setting. Gripping. Ratcheting.

- The adjustable Joker 6004 covers all metric and imperial dimensions in the respective field of application.
- Automatic and continuous gripping of the hexagon screw or bolt.
- Lever mechanism when gripping avoids slippage and damage.
- Fast and consistent screwdriving without removing the spanner thanks to mechanical ratchet function.
- Back-pivoting angle of only 30° through placement in the corner-width rectangular prisms in the mouth.



With ratchet mechanism

Self-adjusting

Small swing back angle (30°) due to the width rectangular prisms

# Cobra® XS: The smallest water pump pliers in the world with full functional capability are only 100 millimetres long



The Cobra® XS is, as all products in the KNIPEX Cobra® family, self-locking to pipes and nuts, meaning that there is no slipping from the workpiece and all work is considerably less strenuous. The teeth, which are offset against the direction of rotation, enable this effect for perfect, efficient gripping, holding, pressing and bending. It is not necessary to fiddle around to get the correct opening width, simply place the upper half of the jaw onto the workpiece, slide the lower jaw into position and the pliers are in place.

The gripping surfaces have specially hardened teeth (around 60 HRC) that ensure reliable gripping due to high wear resistance. Instead of a plastic coating, a ribbed, non-slip handle provides grip so that the handles of this small tool are kept slim and handy. Other features include a box joint for stability and durability via a double guide, as well as a pinch guard to protect against crush injuries.

These particularly slender pliers are ideal in tight spaces due to their compact design and extremely narrow head, meaning they can be comfortably used with just one hand.

Small, useful and anything but a toy! The Cobra® XS is a new, compact member of the KNIPEX Cobra® family. It is a fully functional set of high-tech water pump pliers that comes into its own in tight spaces. Per fine adjustment directly on the workpiece the tool can

adapt to eleven adjustment positions and grip nuts up to 24 millimetres in diameter and other workpieces up to 28 millimetres – with an overall length of only 100 millimetres. Due to its compact size, the Cobra® XS can be easily used with just one hand.



Grips like a big tool: the smallest water pump pliers in the world with full functional capability

# PreciStrip16: Precise, automatic stripping with precision adjustment



**The KNIPEX PreciStrip16 enables fine, flexible and large cables to be stripped quickly and precisely. The capacity range extends from 0.08 to 16 mm<sup>2</sup>. The pliers can be easily adjusted with a dial for special materials or temperature requirements. Exact stripping of insulation is guaranteed with the parabolic stripping blade, whilst semi-circular metal holding clamps ensure perfect grip.**

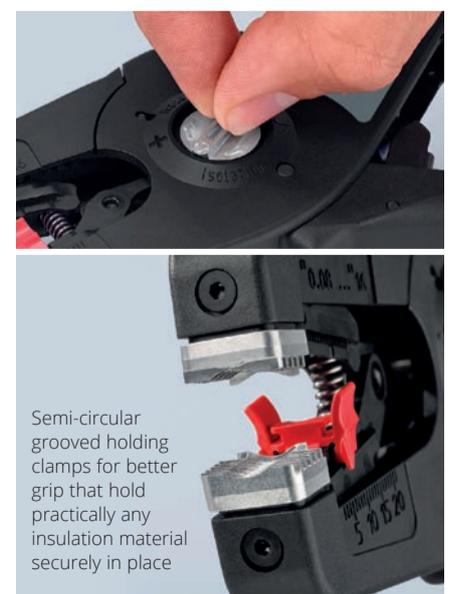
The KNIPEX PreciStrip16 has a huge range of applications. Precise adjustment means the new tool can strip cables within a large capacity range of 0.08 to 16 mm<sup>2</sup> automatically, even where traditional automatic devices often can't cope. The heart of the high-tech wire strippers consists of parabolic stripping blades that separate insulation from both

extremely fine and also solid round cables, then automatically strip it off backwards. In this case, the blade pair fully encloses the insulation and is thus suitable for many flexible materials. The blade cassette can be readily replaced.

Semi-circular grooved holding clamps ensure good grip and hold practically any insulation material securely in place. To further increase the range of the PreciStrip16, particularly hard or soft materials can be pre-set using a dial with tactile locking positions. This enables temperature conditions to also be taken into account.

The PreciStrip16 also features a cable cutter on top, which reliably cuts cables within a capacity range up to 16 mm<sup>2</sup>. It has an adjustable length stop for

work which has to be accurate every time. The PreciStrip16 also has a description label so it can be personalised, meaning no more mix-ups.



Semi-circular grooved holding clamps for better grip that hold practically any insulation material securely in place



**STABILA**

## New STABILA LAR 160 and LAR 160 G rotation lasers: for precise work over long distances

Precise measurement is one of the most fundamental aspects of manual work. So it's important that professionals are able to completely rely on the accuracy of their measuring tools. The new STABILA LAR 160 and LAR 160 G rotation lasers enable users to work to a high degree of precision. What's more, they also deliver a high level of performance while being easy to use, making them the perfect solution for both internal and external levelling work on the construction site!

**The LAR 160 with red laser diode is ideally suited for outdoor applications. The LAR 160 G with green laser diode is perfect for use indoors.**

The product advantages of the two lasers:

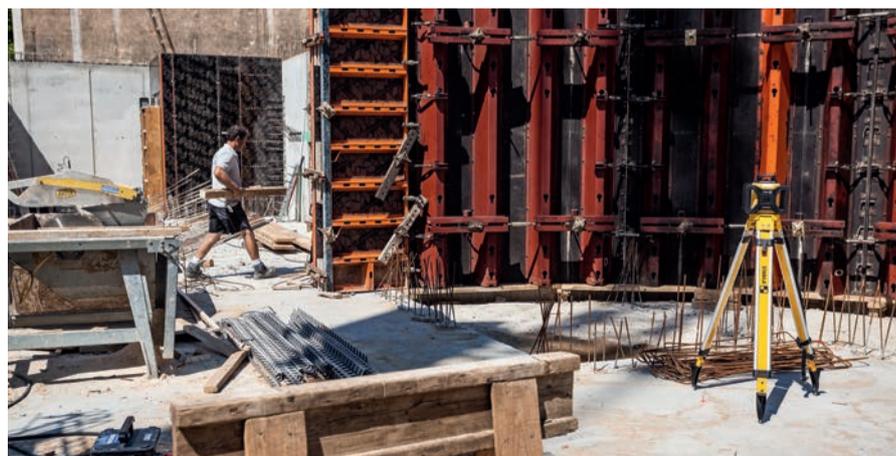
- Fully automatic rotation laser for horizontal and vertical use.
- High levelling accuracy of  $\pm 0.1$  mm/m.
- Dustproof and waterproof (IP 65).
- Shock-absorbent STABILA soft grip casing provides protection against impacts.
- Easy to use via three control buttons.
- Working area with set receiver, up to 600 m in diameter.
- Stable carrying case.
- LAR 160: Available as a 5-piece or 7-piece set.
- LAR 160 G: Available as a 4-piece set.



**REC 160 RG receiver – suitable for rotation lasers with red or green laser beams:**

Large working area with REC 160 RG set receiver – up to 600 m in diameter. Receiver with holder and large receiving

area from a height of 80 mm – ideal for working over long distances. With visual and acoustic guidance as well as displays on the front and rear, illuminated at the touch of a button.



LAR 160 rotation laser: Simply powerful – quick to set up. For horizontal and vertical levelling for major outdoor projects.



LAR 160 G rotation laser: A high-performance partner for interior construction with STABILA GREENBEAM technology for improved visibility of the rotating laser beam.

# LAR 160 G rotation laser: product test with carpenter Florian Wilhelmy



Florian Wilhelmy, master carpenter from Neustadt in the Rhineland-Palatinate region of Germany, is one of the first tradespeople to have tested the LAR 160 G rotation laser on a construction site.

He belongs to a number of professionals from various trade disciplines who speak

with STABILA on a regular basis to share their suggestions and ideas based on their practical experience. This feedback is then used to help develop new products or to further optimise existing ones.

The collaboration with influencers like Florian Wilhelmy has also had an

extremely positive impact in the area of social media. The interviews featured on STABILA's Facebook and Instagram channels over the past year have had a significant impact on extending our reach and boosting the brand's appeal.

In STABILA's interview with Florian Wilhelmy following the product test, he talks about the types of work in which the laser proved useful and his experiences with the tool. A short extract from the interview is featured here:

**STABILA: In just a few words, how would you describe the LAR 160 G rotation laser?**

Wilhelmy: The main advantages are clearly the broad range of functions and the product's ease of use. The laser has 3 buttons for on/off, tilt and manual mode, which are all very intuitive. It's also really easy and quick to change the battery by hand, which saves a lot of time. The fact that the tool is protected in accordance with IP 65 is the icing on

the cake, as this means I can carry on working even when it's raining without needing to worry.

**STABILA: Can you tell us more about how you work together with STABILA?**

Wilhelmy: Sure! It's been going really well so far. Usually, the developers from STABILA come to me and give me the actual products so that I can test them out directly on the construction site. After a few tests, we then meet again and I give them feedback on my experiences and impressions. I think it's great that STABILA sets such great store by the opinions of tradespeople themselves and that their ideas are incorporated into the development process.

You can find out more about STABILA's social media activities on Facebook [www.facebook.com/StabilaOfficial](http://www.facebook.com/StabilaOfficial) and Instagram [www.instagram.com/stabila\\_official](http://www.instagram.com/stabila_official)

## LAR 160 and LAR 160 G at the Point of Sale

To help specialist traders present the new LAR 160 or LAR 160 G rotation lasers in their best light, STABILA has developed a high-quality metal display unit to showcase the laser and its functions, including a levelling rod and receiver.

A top panel outlines all the most important features of the two lasers at a glance using large-format product images and intuitive infographics.

A holder is also included in the display to hold the "STABILA rotation lasers" brochure, which provides more detailed information on the entire STABILA rotation laser range.

Ask your external sales representative about the introductory conditions or call us directly on +49 6346 309-0.



## 90° swiveled in a flash for more flexibility

**BESSEY is expanding its extensive range of all-steel screw clamps with an exciting alternative. The new clamp with swivel handle is particularly impressive due to its ergonomic handling and rapid power build-up.**

The new all-steel screw clamp GZ-KG has a special 2-component plastic handle that offers further benefits in addition to ergonomic comfort. It can be swiveled by 90°, which provides additional leverage when tightening – and therefore less effort for the user. In addition, the handle can be turned 360° when swiveled. This means that the user can continue to tighten in any

situation during the clamping process, as is the case with other competitor models. In addition, clamping forces of up to 5,000 N can be achieved much faster. The well thought-out BESSEY innovation is also an advantage when the clamping process is tight. This is because the disturbing 2-component plastic handle can be simply swiveled away in places that are difficult to access.



# It goes up powerfully!

Stable, resilient, one-handed applicable: These are the features of the new, high-quality telescopic drywall support of the STE series. This in-house development from BESSEY also saves time and money thanks to its integrated pump mechanism and quick-release button.



## Strong performance

From June 2020, the BESSEY innovation STE, available in three sizes, extends the range of telescopic drywall supports to include the most powerful version to date in a competitive comparison.

**Its load limit is up to 200 kg at maximum vertical extension length**

**and even up to 350 kg when the telescopic rod is fully retracted.**

The extremely stable steel construction and practical features allow perfect fixing work even at heights of up to 3.70 m. The infinitely variable swivelling range of the STE extends from -45° to +45°. As a result, and thanks to non-slip

PVC contact surfaces, it can be used safely even on slopes and enables the positioning and holding of a variety of materials. From plaster board, wooden planks and battens to panels, metal bars, foils and lamp bodies, the range of applications is extensive, even if you need to fix safely with one hand.

## Easy to handle

Unnecessary extra expenses for accessories? An additional work step for assembly? Not with the STE telescopic drywall support from BESSEY!

**The pump mechanism and quick-release shift button for extending and retracting the telescopic rod are already an integral part of the ergonomically shaped handle.**

This means that the support can be adjusted exactly to the requirements in just a few steps and can be safely released again.

Whoever uses the powerful STE will also be pleased that it is very easy to fix it in place: In order to pre-set the telescopic drywall support press the quick-release shift button and extend the inner pipe to the desired length. Fine adjustment takes place by pressing the pump lever until the contact surface of the support lies against the workpiece. Then simply turn the handle clockwise until the desired holding force is reached. It is just as easy to undo: First turn it anti-clockwise, then press the quick-release shift button to retract the inner pipe.

## The STE telescopic drywall support is available in three sizes:

The STE250 with 145 to 250 cm adjusting range, the STE300 with 170 to 300 cm adjusting range and the STE370 with 207 to 370 cm adjusting range.





WERA

## The screwdriving time machine

Many users would like to be able to carry out screwdriving processes faster without compromise. With a screwdriver that is precise and powerful, and which is also much faster than a conventional screwdriver.

A part time universal gear is the solution: integrated in the handle of the new Kraftform Turbo screwdriver; it quadruples the working speed!

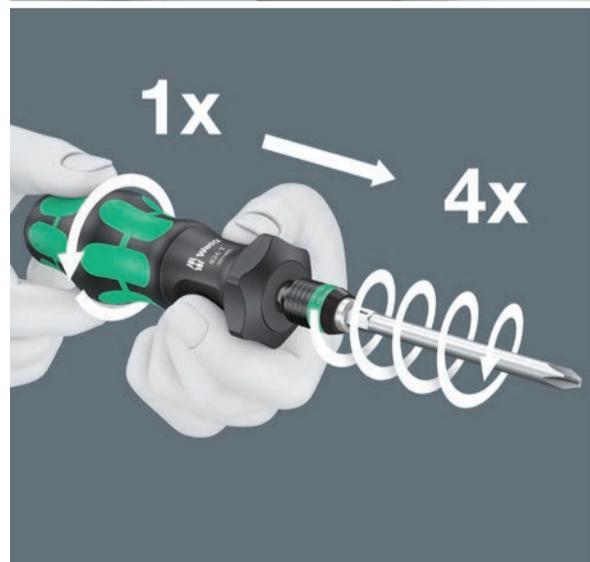
The Kraftform Turbo accelerates screwdriving in a purely mechanical way – without electricity. The turbo function can either be switched on or

off by pressing a button. Turning it off is recommended for fine adjustment and final tightening or loosening of a high torque screw. The robust steel design is maintenance-free and ensures a long product life.

Thanks to the Rapidaptor bit holder, the Kraftform Turbo can be used with all conventional 1/4" hexagon bits for a wide variety of screw profiles.

With the Rapidaptor function the bits can be inserted directly and can be easily removed by pushing the sleeve forward – allowing single hand operation.

In the version for electricians, the Kraftform Turbo and the individually tested Wera VDE interchangeable blades guarantee fast and safe working even under tension.



## KNIPEX

### Pliers Wrench, 300 mm length: An optimised classic rounds off the Pliers Wrench family

The new 300 millimetre KNIPEX pliers wrench can now grip widths across flats up to a diameter of 68 millimetres (2 1/2") due to two additional adjustment positions. It completes the range of six pliers wrenches (125, 150, 180, 250, 300 and 400 mm).



The KNIPEX pliers wrench, combining pliers and a wrench, is genuinely versatile and is a vital part of any tool case as it replaces a full set of both metric or imperial spanners. The new model is 300 millimetres long, weighs around 80 grams less than its predecessor and rounds off the updated KNIPEX pliers wrench range whilst having an even larger capacity: it offers grip up to a diameter of 68 millimetres (maximum 2 1/2").

The practical lasered scale helps you set the pliers wrench to the required width across flats. The 180 and 250 millimetre models of this range of pliers wrenches were already comprehensively modified last year.

Gripping jaws can be adjusted quickly, reliably and conveniently at the push of a button. Thanks to smooth, parallel jaws, screw connections with sensitive surfaces, such as fittings, can also be screwed gently into place – all without any damage. In addition, the pliers wrench does not have to be removed when loosening or tightening screws. The stroke between the gripping jaws allows it to screw with to the ratchet principle.



What's more, it also serves as a vice. The high transmission ratio of approx. 1:10 enables an enormous increase in manual force for safe holding, gripping, pressing or bending of workpieces. The chosen setting shows the model on two scales: metric above the toothed setting grid on the front and

imperial on the rear of the pliers head. The scale means that the desired width across flats can be set in advance as an alternative to the adjustment with the push button on the workpiece.

## PICARD

# From special steel to manual labour

**Why do they do that? The many special features of Picard hammers effectively may cause this question to be asked. For example, standard steel in the C45 quality is not used; the hammer makers from Wuppertal have the steel melted using a special Picard formula, and specially produced. The result: Tools made with this steel demonstrate higher endurance, and the edges of the hammer heads demonstrate higher resistance and a longer lifespan. Incidentally, this is the case for all hammers which carry the Picard brand name.**



Picard is the last remaining producer which still carries out the entire production process in Germany.

These hammers are all drop-forged using traditional procedures. This method guarantees the highest quality processing and is significantly superior to other procedures. As it happens, Picard constructs and builds the forging moulds needed itself. And Picard is the last remaining producer which still carries out the entire production process in Germany. Even if there are still older hammer brands, the production of forged hammers at a German location has become unique.

Several production steps, such as forging and sometimes grinding hammer heads as well, are still carried out manually in Wuppertal-Cronenberg. The production process has been successively combined with state-of-the-art procedures. This combination of the best output material, traditional high-quality processing

methods and state-of-the-art technology ensure the consistent quality and long lifespan of every single Picard hammer today.

And here is something else that's different: There are more variants of these hammers for different trades and applications than in any other range worldwide. The hammer makers from Wuppertal can offer over 350 different hammers, so that the right tool can be at hand for every different use.

To return to the question at the beginning: Here is a sure-fire way to find the answer: pick up a Picard hammer and work with it. Knowing why the difference is so clearly evident makes the good feeling even stronger.

**STABILA**

**STABILA NEWS – New products and promotions**

The start of February 2020 will see the launch of an attractive range of STABILA promotions for your customers: New LAR 160 / LAR 160 G rotation laser sets, the LD 520 laser distance measurer with tripod, DUO PACK Type 96-2 and 96-2 M spirit levels, the TECH 700 DA digital angle finder and the LAX 400 multi-line laser. The promotions will run through to 30 May 2020.

Be sure not to miss out on the opportunity to give your sales a boost! We can also provide you with our high-quality and informative “STABILA NEWS” promotional flyer, which you can share with your customers in either print or digital format.

Ask your external sales representative about the promotional offers or call us directly on +49 6346 309-0.



**WERA**

**This is how pretty T-handles and Stubbies can be!**

An attractive and recognizable product design is an important characteristic for a well thought-out product range.

With T-handle screwdrivers, particularly high torques can be transferred when working with manual screwdrivers. In order to be able to work as gently and as pleasantly as possible, Wera now has new ergonomically designed T-handle screwdrivers in their range: the handles fill the palm of the hand well, the fingers lie securely in the softly rounded recessed grips, the whole hand is in contact with the handle.



The new T-handles are available as flexible bit holders and as screwdrivers with Take it easy tool finder. Many of the new T-handles have a second, lateral arm: This additional short arm, which emerges laterally from the handle, allows the transmission of extremely high torques by using the long arm as a lever. Most hexagon socket and TORX® versions also have a holding function on the long arm to securely hold the screw on the tool.



**WERA**

**Wera presents Augmented Reality**

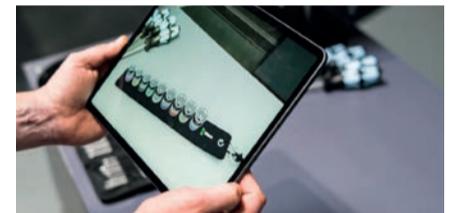
Wera is now offering the most important screwdriving tools in Augmented Reality. With the help of AR, the viewer can see the tool in a real environment as if it was there. Available directly in the product area on [www.wera.de/en/](http://www.wera.de/en/) on your tablet or smartphone – without the need for an app. The AR tool can then be placed on a workbench, in a bag or workshop trolley to get an impression of the true size or appearance of the tool in its own environment. Our commercial partners also benefit in their sales conversations, as salespeople do not always have a product sample on hand when asked by their customers. In addition, returns should be avoided, because customers can see exactly what they are getting.

**So cute, you almost want to cuddle them:** The especially small screwdrivers with short blades for hard to reach areas. The 2-component Kraftform handle with its practical combination of hard and soft zones allows for a firm grip and precise working. A special surface treatment of the blades sees to a high level of corrosion protection and optimum fitting accuracy of the screw. The hexagon anti-roll protection prevents annoying rolling away of bits in the workplace.



This new range also comes with the Take it easy tool finder system, which allows the required tool to be found quickly.

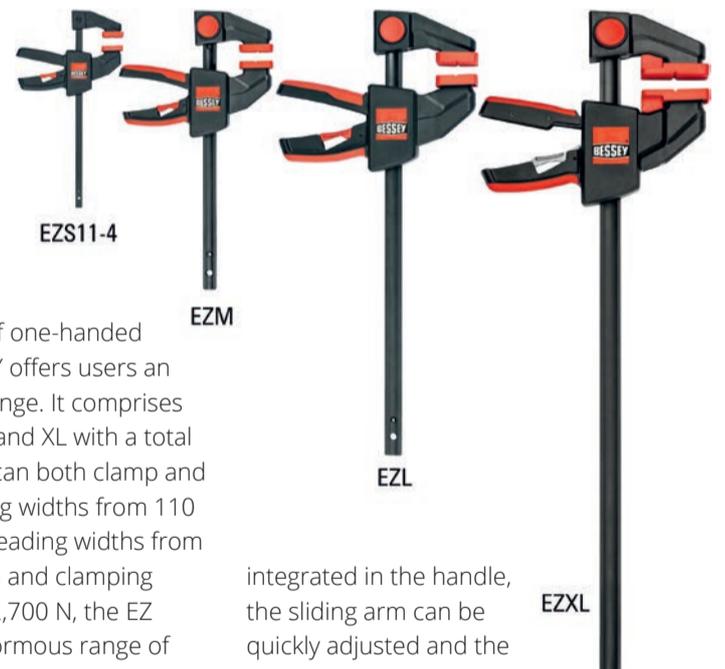
Click here for Wera Augmented Reality: [www.wera.de/nc/en/wera-ar/](http://www.wera.de/nc/en/wera-ar/)



**BESSEY**

**Something for everyone**

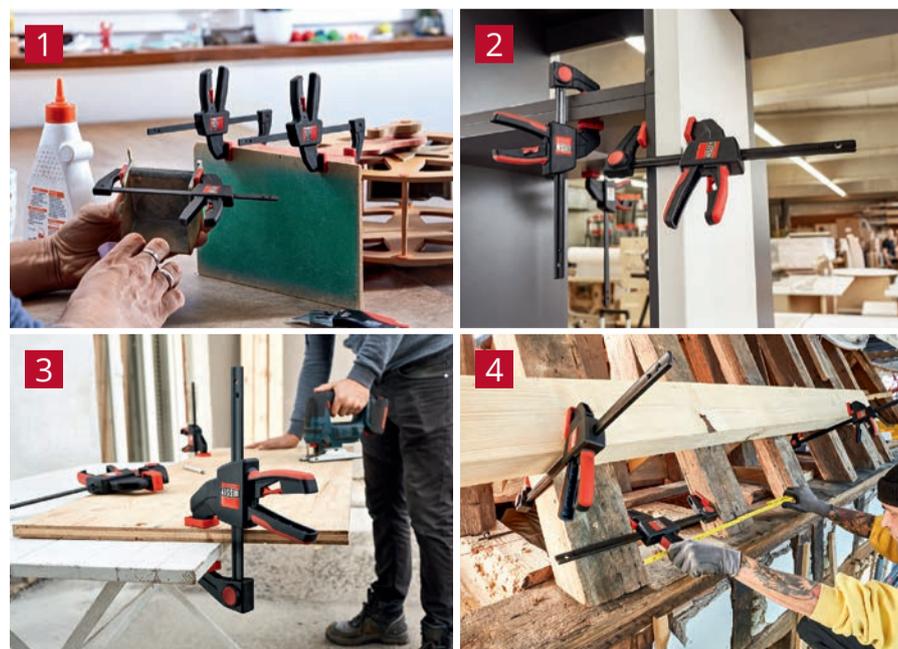
The high-quality one-handed clamps from BESSEY are now available with an additional option: In addition to EHZ, EZS and DUO, craftsmen can choose from four sizes and a total of ten variants within the new EZ series for a wide range of applications. This gives professionals and DIY enthusiasts even more choice to find their ideal tool when their second hand is to be kept free.



**Large selection**  
The new EZ series of one-handed clamps from BESSEY offers users an impressively wide range. It comprises of four sizes S, M, L and XL with a total of ten variants that can both clamp and spread. With opening widths from 110 mm to 900 mm, spreading widths from 80 mm to 1,090 mm and clamping forces from 200 to 2,700 N, the EZ series covers an enormous range of applications. Whether light handicraft work or heavy gluing work has to be accomplished overhead work is pending or a hand is needed to align the workpiece – with the EZ clamps this is possible without any problems.

**Practical convenience**  
Ergonomics and practical comfort were also in the focus of the development of the new one-hand clamps series: The high quality 2-component plastic handle with pump lever behind the rail allows safe access from both directions. And thanks to the release lever

integrated in the handle, the sliding arm can be quickly adjusted and the clamp easily released. With the three larger versions M, L and XL, the upper part can even be changed from clamping to spreading without the need for tools – the pushbutton release mechanism makes this possible. The large, soft protective caps also protect sensitive surfaces. A crossed v-groove is also integrated into the caps for secure fixing of round, pointed and angular parts.



The four product sizes in application:  
1. Size S, 2. Size M, 3. Size L and 4. Size XL.

**STABILA**

## A very short spirit level to increase sales in a compact counter display: Type 80 AS, 20 cm

From March, the Type 80 AS aluminium profile spirit level range will be extended to include a 20 cm variant: the ideal choice for anyone looking for a compact spirit level that makes no compromises when it comes to quality.



Its compact size makes it especially well suited to measurement tasks in cramped conditions, making it an essential element in every toolbox. The 20 cm Type 80 AS will be presented in an attractive counter display offering space for 12 spirit levels. The counter display will be available from March 2020.

**Product advantages of the Type 80 AS:**

- Aluminium rectangular profile with reinforcing ribs – for high stability and secure hold while working.
- Integrated anti-slip stoppers guarantee a firm hold when marking.
- STABILA installation technology ensures long-term accuracy – measuring accuracy in normal position is  $\pm 0.5$  mm/m and  $\pm 0.75$  mm/m in reverse position.
- High-quality STABILA vials for optimum readability – highly transparent, hard-

- wearing acrylic glass with precision-ground inner contours and fluorescent vial fluid.
- Spirit level with two measuring surfaces for accurate measuring in all positions.
- Coated measuring surfaces protect delicate surfaces.
- Easy to clean thanks to electrostatic powder coating.

Ask your external sales representative about the counter display or call us directly on +49 6346 309-0.



**WERA**

## Wera tool finder now also available for Micro screwdrivers

Micro screwdrivers with very small profiles can be especially difficult for the user to locate. That is why Wera is now equipping its most common Micro screwdrivers with the Take it easy tool finder. The unmistakable colour ring leads to the right screw profile choice, the clear marking of the size leads to the right tool for the often very small screws. This innovation applies to the workshop- and ESD-versions.



At the point of sale, the tools can be ideally presented with the new Micro-Display with 10 x 5 screwdrivers. This display contains 10 different screw profiles and can be used either on the shop counter or on the sales wall.

**PRIZE DRAW**

# Make it add up and win!

Solve the Sudoku puzzle using only the numbers 1 to 9. The numbers 1 to 9 should only occur once in each row and column and in each block. Add up the numbers on the coloured squares. Write down the total in the corresponding coloured squares in the solution line. Send your answer in to us on the Qfaktor prize draw form: [www.qfaktor.com/gewinnspiel](http://www.qfaktor.com/gewinnspiel) | **Entry deadline 29.04.2020**

Every participant has the chance to win one of three well-equipped tool sets, retailing at 1,300 Euros. Every Qfaktor reader is eligible to participate in the prize draw. Any personal data we receive as part of the competition will be deleted three months after the prize draw takes place (i.e. after the entry deadline). The winners will be selected from among all the correct entries sent in and informed directly about their prizes. Employees of BESSEY, HALDER, KNIPEX, PICARD, STABILA and WERA are not eligible to participate. The judges' decision is final.

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



Solution line:



**IMPRINT**



Spring Edition 2020

[info@qfaktor.com](mailto:info@qfaktor.com) | [www.qfaktor.com](http://www.qfaktor.com)

Qfaktor is a customer magazine, which is printed and sent out on behalf of the below mentioned six companies. The customer magazine is published free of charge at irregular intervals.

Right of objection: Please inform us if you no longer wish to receive this customer magazine.

**Editors:**

Hutt & Camen Kommunikations-Design GmbH  
Kolpingstraße 17, 59555 Lippstadt, Germany  
Roy Albert Hutt (Editor in charge)  
Phone: +49 2941-9678-0  
Fax: +49 2941-9678-12  
Mail: [roy.hutt@huttundcamen.de](mailto:roy.hutt@huttundcamen.de)

Title image: © Andre Popov | Adobe Stock

No liability accepted for unsolicited manuscripts, photos etc. The editor has the right to abbreviate readers' letters.

Shipping by:  
M-P-S GmbH  
Kolpingstraße 17, 59555 Lippstadt, Germany  
Phone: +49 2941-9678-45  
Fax: +49 2941-9678-12

**Please contact the appropriate partner directly if you require further product information:**

BESSEY Tool GmbH & Co. KG  
+49 7142-401-0 | [www.bessey.de](http://www.bessey.de)

Erwin Halder KG  
+49 7392-7009-0 | [www.halder.com](http://www.halder.com)

KNIPEX-Werk C. Gustav Putsch KG  
+49 202-4794-0 | [www.knipex.de](http://www.knipex.de)

Picard GmbH  
+49 202-24754-0 | [www.picard-hammer.de](http://www.picard-hammer.de)

STABILA Messgeräte Gustav Ullrich GmbH  
+49 6346-309-0 | [www.stabila.com](http://www.stabila.com)

Wera Werkzeuge GmbH  
+49 202-4045-311 | [www.wera.de](http://www.wera.de)