NEW PRODUCTS
MAGNETIC TAPE MEASURES
# RESEARCH FINDINGS

- #1 failure caused by dust, dirt and water wearing away numbers and rusting tape
- #2 failure is housing breaking due to dropping
- Finger used to hold tape out instead of lock
- Measuring long pieces of pipe is difficult due to hook roll over
- Often used to calculate measurements from scaled blueprints
- Belt clips tear up pockets
- Overhead measurements difficult when tape flips over
SAND BLAST ABRASION TEST

ROBOT LIFE TESTING

New Product Symposium
Tape Measure vs. Sand Blaster Video
(click here)

25' Tapes - Abrasion Test

<table>
<thead>
<tr>
<th>Tapes</th>
<th>Liters of Sand Before Failure</th>
</tr>
</thead>
<tbody>
<tr>
<td>FatMax</td>
<td>0</td>
</tr>
<tr>
<td>Dewalt</td>
<td>0</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>120</td>
</tr>
</tbody>
</table>

25' Tapes Life Test

<table>
<thead>
<tr>
<th>Tapes</th>
<th># Cycles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Husky</td>
<td>6000</td>
</tr>
<tr>
<td>Dewalt</td>
<td>8000</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>12000</td>
</tr>
</tbody>
</table>
CURRENT ISSUES

Tape Durability
Dust, dirt, water collects on tape and act like sand paper when it recoils in the body, wearing off the numbers and rusting the blade

Drop Protection
Tape Measure housings split open after drops off of ladders and tables. If the tape fully splits open, the steel tape and spring are dangerous

Locking
Users don’t push the lock when they measure unless doing layout marking. Most will hold the tape with their finger in front of the housing, but can get snapped when the hook recoils

MILWAUKEE SOLUTIONS

✓ Nylon Bond Blade Protection
10x more resistant to contamination wear

✓ 5-Point Reinforced Frame
Reinforced housing provides protection to the tape spool and spring

✓ Finger Stop
Open area for a comfortable hold and protected during hook retraction
Hook Roll Off
Measuring long sticks of conduit, steel studs, threaded rod, and black pipe is difficult because the hook rolls off the end of the material if not trapped in place.

Calculating Scaled Drawings
Blueprints are scaled down to either 1/8” to 1’ or 1/4” to 1’ and users measure distances with their tapes and incorrect multiplications causes errors in material needs.

Pocket Tearing
Users don’t push the lock when they measure unless doing layout marking. Most will hold the tape with their finger in front of the housing, but can get snapped when the hook recoils.

MILWAUKEE SOLUTIONS

- **Dual Magnets**
  One magnet holds the hook in front and a second prevents roll off on steel studs, conduit, etc.

- **Blueprint Scale**
  Calculates 1/4” and 1/8” drawings

- **Wire Form Belt Clip**
  Easily clips onto material without fraying
Measure Tape Measures

Features and Benefits:

- **Nylon Bond Blade Protection**— Markings are up to 10x more resistant to jobsite contamination
- **5 Point Reinforced Frame**— Drop protection
- **Finger Stop**— Protected zone when hook retracts
- **Dual Magnets**— Securely attaches to EMT and Steel Studs
- **Blueprint Scale**— Calculates measurements for 1/4” and 1/8” to 1’ drawings
- **Wire Form Belt Clip**— Secures to clothing without fraying materials
HOW TO USE THE BLUEPRINT SCALE

1. Determine Scale
Find key on blueprint to see what scale the print was created in. 1/4” and 1/8” are the most common

2. Line Up Scale To Blueprint
Adjust the scale to the line on the blueprint you want to calculate.
Note:
- 1/4” is bolded on top and starts from left
- 1/8” scale starts from right

3. Calculate The Length
Find the end point of the material on the scale and find the length of material needed. The example on the side is 18 feet long.
### 25' COMPETITIVE LANDSCAPE

<table>
<thead>
<tr>
<th>Brand</th>
<th>Dewalt</th>
<th>Stanley Fatmax</th>
<th>Dewalt</th>
<th>Milwaukee</th>
<th>Stanley Bostitch</th>
<th>Stanley Fatmax Xtreme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>DWHT33372L</td>
<td>33-725Y</td>
<td>DWHT33385L</td>
<td>48-22-5125</td>
<td>33-001</td>
<td>33-890</td>
</tr>
<tr>
<td>Nylon Bond Coating</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Reinforced Frame</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Finger Stop</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Dual Magnets</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

### 16' COMPETITIVE LANDSCAPE

<table>
<thead>
<tr>
<th>Brand</th>
<th>Dewalt</th>
<th>Stanley Fatmax</th>
<th>Milwaukee</th>
<th>Stanley Bostitch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>DWHT33373L</td>
<td>33-716Y</td>
<td>48-22-5116</td>
<td>33-000</td>
</tr>
<tr>
<td>Nylon Bond Coating</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Reinforced Frame</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Finger Stop</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Dual Magnets</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>
**CONFIDENTIAL DOCUMENT**

**Property of Milwaukee Electric Tool Corp**

**Brookfield, Wisconsin 53005**

---

**LAUNCH TIMING**

---

**PRICING & SETUP INFO**

<table>
<thead>
<tr>
<th>Part #</th>
<th>Product Name</th>
<th>Launch</th>
<th>UPC Code</th>
<th>List Price</th>
<th>HD Price</th>
<th>MSRP</th>
<th>Harmonization Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>48-22-5116</td>
<td>16' Magnetic Tape Measure</td>
<td>8/19/2013</td>
<td>045242296880</td>
<td>$30.00</td>
<td>$14.50</td>
<td>$19.99</td>
<td>90178000000</td>
</tr>
<tr>
<td>48-22-5125</td>
<td>25' Magnetic Tape Measure</td>
<td>8/19/2013</td>
<td>045242296897</td>
<td>$38.00</td>
<td>$17.50</td>
<td>$24.99</td>
<td>90178000000</td>
</tr>
<tr>
<td>48-22-5216</td>
<td>5m/16' Magnetic Tape Measure</td>
<td>9/1/2013</td>
<td>045242296903</td>
<td>$30.00</td>
<td>$14.50</td>
<td>$19.99</td>
<td>90178000000</td>
</tr>
<tr>
<td>48-22-5225</td>
<td>8m/26' Magnetic Tape Measure</td>
<td>9/1/2013</td>
<td>045242296910</td>
<td>$38.00</td>
<td>$17.50</td>
<td>$24.99</td>
<td>90178000000</td>
</tr>
</tbody>
</table>

---

**Part #** | **Tool Length (in.)** | **Tool Width (in.)** | **Tool Height (in.)** | **Tool Weight (lbs.)** | **Qty Pkg** | **Package Length (in.)** | **Package Width (in.)** | **Package Height (in.)** | **Package Weight (lbs.)** | **Buy in Multiples of** |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>48-22-5116</td>
<td>3.25</td>
<td>2</td>
<td>3</td>
<td>0.8</td>
<td>1</td>
<td>4.5</td>
<td>2.75</td>
<td>6.75</td>
<td>0.92</td>
<td>6</td>
</tr>
<tr>
<td>48-22-5125</td>
<td>3.50</td>
<td>2</td>
<td>3.5</td>
<td>1.15</td>
<td>1</td>
<td>4.75</td>
<td>2.75</td>
<td>7</td>
<td>1.28</td>
<td>6</td>
</tr>
<tr>
<td>48-22-5216</td>
<td>3.25</td>
<td>2</td>
<td>3</td>
<td>0.8</td>
<td>1</td>
<td>4.5</td>
<td>2.75</td>
<td>6.75</td>
<td>0.94</td>
<td>6</td>
</tr>
<tr>
<td>48-22-5225</td>
<td>3.50</td>
<td>2</td>
<td>3.5</td>
<td>1.2</td>
<td>1</td>
<td>4.75</td>
<td>2.75</td>
<td>7</td>
<td>1.33</td>
<td>6</td>
</tr>
</tbody>
</table>

****Demo 16’ sample shipping August 19th**

---

**TIMING FOR ADDITIONAL TOOLS**

**November 2013**

- 48-22-5117 16' Tape Measure
- 48-22-5217 5m/16' Tape Measure
- 48-22-5306 5m Tape Measure
- 48-22-5126 25' Tape Measure
- 48-22-5226 8m/26’ Tape Measure
- 48-22-5309 8m Tape Measure
- 48-22-5305 5m Magnetic Tape Measure
- 48-22-5308 8m Magnetic Tape Measure

**February 2014**

- 48-22-5131 30' Tape Measure
- 48-22-5234 10m/33’ Tape Measure
- 48-22-5136 35' Tape Measure
- 48-22-5130 30' Magnetic Tape Measure
- 48-22-5233 10m/33’ Magnetic Tape Measure
- 48-22-5135 35' Magnetic Tape Measure

More information will be provided when product becomes available.