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# Tool BUSINESS+HIRE

The Specialist Tool and Equipment Magazine

STUNNING NEW  
BIT-BOXES

 **Wera**  
Impaktor



MAKE IT EASY  
TOOL FINDER

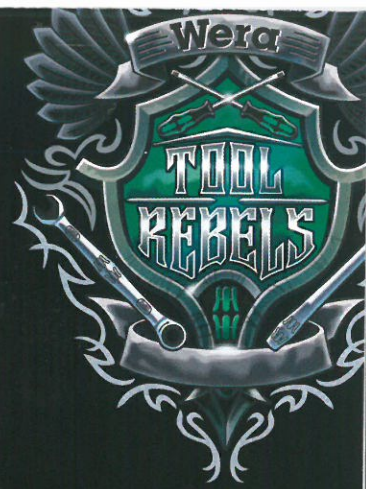


Impaktor PH 2



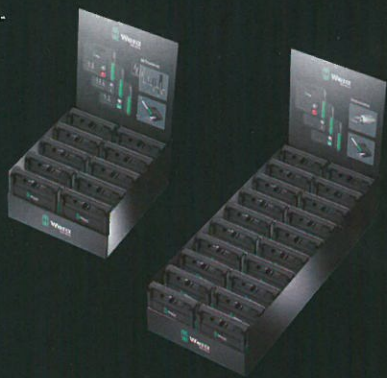
 **Wera**  
BE A TOOL REBEL

# STUNNING NEW BIT-BOX Range FOR ALL OCCASIONS



Driving screws features in most stockists' lives. The demand for screwdriving bits is universal as this represents the profitable part of selling power tools and accessories. Whether the demand is for the low performance, low cost through to top performers, the market is large.

Tool Rebels, Wera are launching their best-selling 25mm long bits (featuring Tool Finder bit marking) presented in desirable all new boxes. In 2016, Wera updated their whole Bit-Check range for a fresh contemporary look and with improved functionality. The Bit-Box range is an obvious next step to compliment the sets where the cases follow the same "typically Wera" recognisable look.



Designed for selling from trade-counter tops or from toolbar hooks eye-catching counter displays of 10 or 20 Bit-Boxes are offered to boost revenue. With small footprints, these high quality displays are ideal to place at point of purchase to assist the impulse buy.

For drill/drivers where screws are being driven into conventional timbers and building materials, the BiTorsion (BTH) bits are best suited to give maximum service life.



For drill/drivers driving screws requiring heavy duty general use (multiple applications) and for threaded versions, BiTorsion (BTZ) bits are recommended. For these, there are a choice of 4 options of Bit-Boxes; Pozi 2, Phillips 2 and Torx 20 / 25.



Users who for various reasons, are commonly buying at entry level, but who still aspire to use the Wera brand. 4 Bit-Box options are available for Pozi, Phillips and Torx utilising their "H" hard bit series that still offer a much higher than normal performance but at a reduced price level. These are presented in displays of 20 Bit-Boxes.



For decking specialists and plasterboard applications, Wera's Square-Plus and reduced shank Phillips Bit-Boxes are offered in sizes #2 and PH2 respectively.



This Bit-Box programme is complimented by an additional programme of POS for Wera's Impaktor and Rapidaptor bit-holders that are designed to significantly increase the service life of bits held within them and to make life so much easier for the users.



As a specialist manufacturer the Tool Rebels invent unique industry leading designs including Torsion technology for bit and holders. For launch offers and other details contact; Wera UK or their wholesale partners.

For hanging stock requirements, a neat euro-hook hole is incorporated into the case design for a professional look and for practicality. A simple slide button (secure at point of sale) releases the bits one by one



Tool Finder is Wera's system of clear bit (and box) marking for profile type and size that operates throughout their premium range of 25mm & 50mm bits making it very easy for users to select the right bit for their screws (it even assists those with challenging eyesight).

The extensive range covers all of the popular profiles; Pozidriv, Phillips, Torx (becoming ever more prominent), Square Plus (decking screws) and Reduced Shank for Dry Lining screws.



Wera's TriTorsion & BiTorsionbits range is renowned throughout the trades for ultimate service life, with versions offered to match particular applications (in itself a method to improve performance).

For the Impact and the most powerful drill-drivers, 5 Bit-Box options are offered from Wera's Impaktor range covering Pozi, Phillips and Torx.



Applications that involve high resistance where cam-out is a problem leading to bit failure, the Impaktor range is ideally suited and will solve the problem.

## wera-tools.co.uk

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