



For more information contact:

Jim Birchall
Director of Advertising and Public Relations
Techtronic Industries Canada Inc. (TTI)
tel: 905-338-7600 x102
email: jim@birchallpr.com

James Kinder
Birchall & Associates Inc.
Public Relations Department
tel: 905-338-7600 x108
email: jamesk@birchallpr.com

Milwaukee® Expands Screwdriver Offering with Demolition Screwdrivers

Milwaukee Tool continues to rapidly expand their Hand Tool line with the introduction of new demolition screwdrivers and screwdriver sets that feature hardened tips and forged shanks to provide maximum precision and durability to the user. Heat treated steel caps also provide 2X longer life and increased durability in striking and prying applications.

“Milwaukee Demolition Screwdrivers are engineered for extreme jobsite conditions and designed to take a beating,” says Ryan Schwoegler, Product Manager for Milwaukee Tool Corp. “Users expect to use their screwdrivers as a chisel on the jobsite, evidenced by the beaten, chipped and damaged back ends of screwdrivers we see in almost every tool box we come across. Milwaukee’s user focused approach and commitment to quality; durability and innovation have driven a screwdriver solution that survives these demands.”

Featuring a user-preferred barrel handle, anti-roll design, the new screwdrivers are carefully designed for the professional user. For added productivity and convenience, multiple ID markings allow for quick tool identification on the jobsite.

Part of a larger Hand Tool launch in May 2013, the new screwdrivers will accompany several new fastening solutions from Milwaukee that deliver game changing durability, ergonomics and versatility. With a focus on user driven innovation to provide real solutions to jobsite challenges, Milwaukee will also introduce a 4PC SAE Nut Driver Set, (4) 10IN1 Multi Bit Sets, (3) Hex/Torx® Key Drivers and (3) UL® Classified 1000V Insulated Screwdriver Sets.

Backed by a limited lifetime warranty, the new products confirm Milwaukee’s commitment to best-in-class durability and their relentless commitment to provide innovative solutions to the end user that will increase productivity.

Screwdriver Expansion:

- 2 PC Demo Drivers w/ Steel Caps (48-22-2002): Includes PH #2 (6” Shank w/ Steel Cap) & SL 5/16” (6” Shank with Steel Cap)
- 6 PC General Purpose Screwdriver Set (48-22-2006): Includes SL 1/4” (4” Shank w/ Steel Cap), SL 5/16” (6” Shank w/ Steel Cap), PH #1 (3” Shank), PH #2 (4” Shank), Cabinet 3/16” (3” Shank) & Cabinet 3/16” (6” Shank)
- 8 PC Screwdriver Set w/ Square Drive (48-22-2009): Includes SQ #1 (4” Shank), SQ #2 (4” Shank), SL 1/4” (4” Shank w/ Steel Cap), SL 5/16” (6” Shank w/ Steel Cap), PH #1 (3” Shank), PH #2 (4” Shank), ECX™ #1 (4” Shank) & ECX™ #2 (4” Shank)

About Milwaukee Electric Tool Corporation

Milwaukee Electric Tool Corporation, a Brookfield, Wisconsin-based subsidiary of Techtronic Industries Co. Ltd. (TTI) (HKEx stock code: 669, ADR symbol: TTNDY) is an industry leading manufacturer and marketer of professional, heavy duty power tools and accessories. Products include the legendary SAWZALL® reciprocating saws, M12™, M18™ & M28™ LITHIUM-ION cordless tools, HOLE-HAWG® drills, portable band saws, circular saws, driver drills, hammer drills, rotary hammers, grinders, sanders and a line of Test & Measurement and Hand Tools. Accessories include SAWZALL® blades, SWITCHBLADE® self-feed bits, BIG HAWG® hole cutters, THUNDERBOLT® drill bits and SHOCKWAVE Impact Duty™. For more information on the full line of Milwaukee® power tools and accessories, please call 1-800-SAWDUST or visit www.milwaukeetool.com.