



## News Release

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### **DUAL-BRANDING STRATEGY POWERS ROCKWELL® TO JOB SITES AND DIY SHOPS NATIONWIDE**

*'Rockwell® Power Tools' and 'Rockwell® ShopSeries™' Create a Spectrum of Choices  
for Pros and Serious Hobbyists*

**Charlotte, N.C.**—Whether it's a contractor whose livelihood depends on his tools or a DIYer who is passionate about his latest shop project, **the Rockwell® brand name** resonates with words such as “trust” and “quality.” That is a powerful tailwind for Rockwell and its parent company, Positec, as the company powers up a dual-branding strategy targeting professionals and serious DIYers.

The two brands—**Rockwell® Power Tools** and **Rockwell ShopSeries™**—include a full line of saws, drills, sanders, routers, grinders and benchtop tools (in cordless and electric varieties), with distinct segmentation of the 70-tool product line to address both user groups' specific needs. The two Rockwell brands, to be showcased at the 2008 International Builder Show, will have nationwide distribution as well as nationwide consumer service support.

#### **Rockwell Power Tools Known by 9 out of 10 Professionals**

In a recent marketplace survey, professional contractors and tradesmen overwhelmingly demonstrated how they trust the Rockwell brand and how they expect Rockwell tools to deliver quality performance on the job site. The brand's premium line — **Rockwell Power Tools** — will feature superior specifications at mid-tier price points. In addition, Rockwell Power Tools will offer a “Lifetime Free Battery” guarantee, a hassle-free benefit that every professional tool user will value.

According to Eric Moore, PR and marketing manager for Positec, “Nobody needs another option for a \$300 drill, yet pros know quality when they see it. Rockwell  
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Power Tools can deliver to these professionals a very appealing proposition: top-quality specs, reasonable mid-range price points and a customer support system second-to-none. With offers such as our ‘free battery replacement for life,’ Rockwell is redefining what customer service is all about.”

### **Innovation to be Standard in Rockwell’s Professional Line**

Moore also emphasizes that professional contractors and tradesmen understand the difference between gimmicks and value-packed innovations: “In addition to being known as a ‘legacy’ brand, Rockwell Power Tools stand for innovation, and we will amplify that tradition going forward.” Delivering on that promise, for example, Rockwell is introducing **The Jawhorse** — the most powerful portable workbench-clamping system on the planet. This portable workbench-clamping system weighs only 43 pounds, yet features a trademarked hands-free foot-pedal technology that will compress the workbench’s jaws with up to 2,200 pounds of gripping force.

“Anyone who has ever had to wrestle a paneled door or 2 x 12 board onto a sawhorse understands the value of a hands-free clamping technology,” Moore stated. “The Jawhorse’s foot pedal is like having a helper on the job site—a really big, really strong helper!”

### **Rockwell ShopSeries™: A Handyman’s Dream**

Different end user needs. Different price points. Same quality in a trusted name. That is **the Rockwell ShopSeries™**, with an emphasis on making power tools easy to use and accessible to DIYers. For example, all Rockwell ShopSeries drill kits come with a PowerStation 1-hour quick charger, eliminating the need for long waits between recharges or investments in multiple batteries. All Shop Series saws include built-in LED lights for those cuts in dark places.

More importantly, when the Rockwell name is on any tool, it has to be a quality product. That’s why the Rockwell ShopSeries also includes durable cast aluminum bases on finishing sanders for a flatter, more consistent finish, and tool-free blade-change systems and orbital cutting action on recip and jig saws.

For further information about Rockwell Power Tools and Rockwell ShopSeries, visit [www.rockwelltools.com](http://www.rockwelltools.com) or call 1-866-514-ROCK.

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#### **About Rockwell●**

Rockwell® power tools are a part of the Positec Group of companies, which have been designing, engineering and manufacturing power tools since 1994. The Rockwell brand offers the performance-minded do-it-yourselfer and the price-conscious tradesman with excellent options compared to higher priced professional power tool brands. Rockwell ShopSeries™ is a sub-brand that focuses on lighter duty home and workshop applications. For more information about Rockwell, visit [www.rockwelltools.com](http://www.rockwelltools.com)