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EMEA Product and Brand Overview



Date: December, 2017

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Market Manager EMEA – Hand Tools

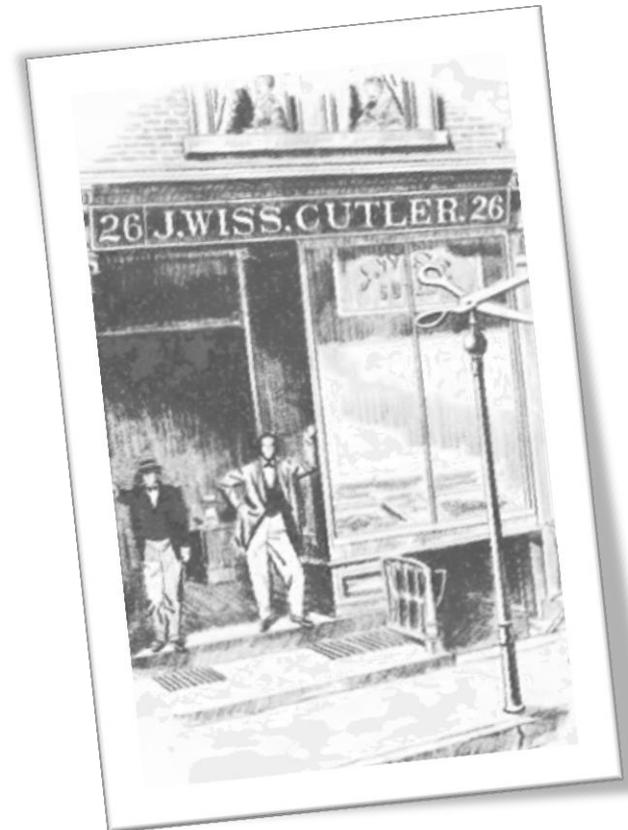
A Heritage of Excellence in Cutting

Crescent Wiss is a premier scissors, snips, and specialty trade tools brand from Apex Tool Group, one of the largest hand tool manufacturers in the world.

Crescent Wiss has been the leading brand in aviation snips for over 50 years, driven by two simple principles: performance and durability.

Crescent Wiss puts those same qualities into every product in its line.

So no matter what Wiss tool you use, you can count on getting exceptional performance and long life.



Value Proposition

Position Statement

As the leader in cutting, it provides dependable tools to help the professional consistently get the job done right

Scope / Audience

A comprehensive range of cutting and forming tools appealing to trades professionals

Personality

- Leader: A proven product that maintains strong brand loyalty with professionals
- Heritage: Superior products built on over 160 years of tradition
- Trustworthy: Consist, dependable performance

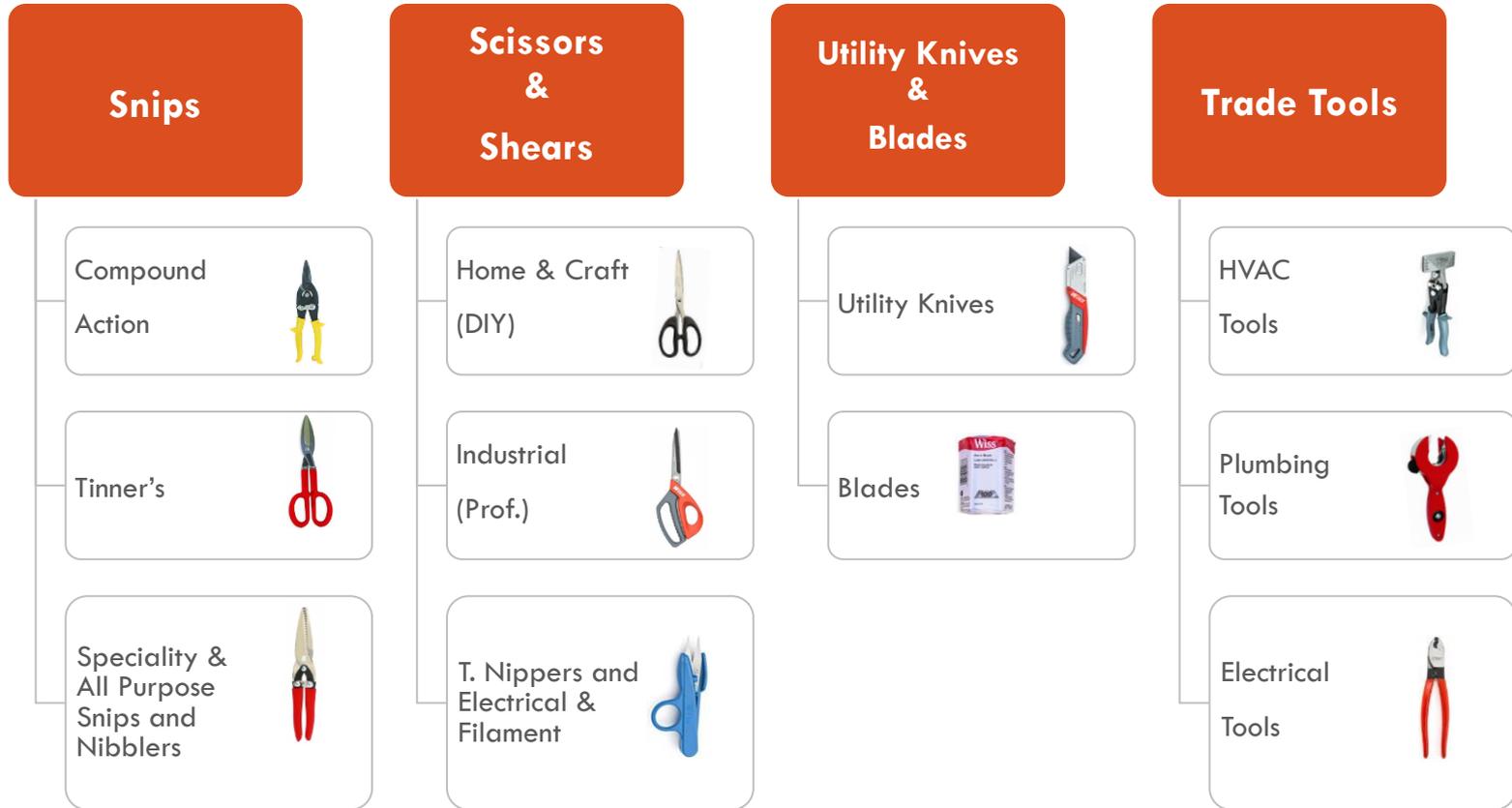


Market Segments

1. Industrial/Professionals (Construction, HVAC, Metal Fabrication, Drywall, Roofing, Carpenters, Automotive & Maintenance, Repair and Operations)
2. Retail/DIY

	Primary End User Groups							
	Cons.	HVAC	Metal Fab.	Drywall	Roofing	MRO	Carpenter	DIY
Snips	✓	✓	✓	✓	✓	✓		✓
Scissors & Shears	✓				✓		✓	✓
Utility Knives & Blades	✓	✓		✓	✓	✓	✓	✓
HVAC & Plumbing Tools	✓					✓		✓

Sub-Category Overview



Snips



Snips

Compound Action Snips

Aviation snips are advanced metal cutting tools originally developed for cutting extremely tough alloys used in the aircraft industry. Are widely used in the construction trades by general contractors, HVAC professionals, sheet metal workers, dry wallers.

Art. No	Description
M1R	9-3/4" Compound Action Snips, Cuts Straight to Left
M2R	9-3/4" Compound Action Snips, Cuts Straight to Right
M3R	9-3/4" Compound Action Snips, Straight, Left, Right
M5R	9 1/4" Metalmaster® Bulldog Snips
M1X	Edge Aviation Snip, Cuts Straight to Left
M2X	Edge Aviation Snip, Cuts Straight to Right
M3X	Edge Aviation Snip, Cuts Straight, Left, Right
MPC3N	9" Metal Wizz® Snips
M300N	10 1/2" MultiMaster® Snips Hi-Viz Handle Grips
M400N	MultiMaster® Compound Action Offset Snips
M6R	9 1/4" Metalmaster® Offset Snips, Cuts Straight to Left, Red Grips
M7R	9 1/4" Metalmaster® Offset Snips, Cuts Straight to Right, Green Grips
M4RN	9 1/4" Metalmaster® Pipe and Duct Snips
M1RS1	9 3/4" Metalmaster® Special Series Snips, Cuts Straight to Left
M2RS1	9 3/4" Metalmaster® Special Series Snips, Cuts Straight to Right



M3X



M2R



M400



M5R



M6R



Snips

Compound Action Snips

Precision investment cast blades with plateaued area specifically designed for serrations

Casting insures area is the same from snip to snip without having to compensate for die wear or inconsistent flow

Serrations are CNC precision ground

Applies a more uniform serration in regards to length & depth when compared to manual low technology serrations of our competitors

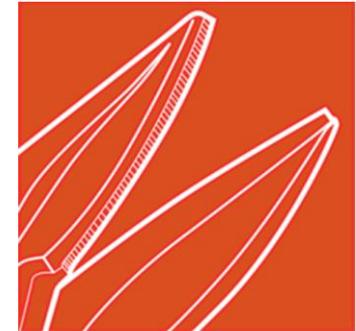
Provide the cleanest cut

Precision serrations minimize folding and burrs

Design prevents tears at end of cuts by controlling blade bypass

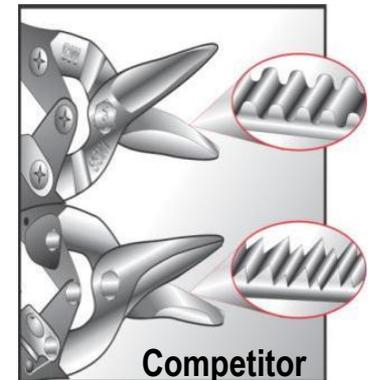
Serrations grip the material

Prevents metal from being pushed out of blades, lowering effort needed



DuraSmooth™

Precision-cast, military grade 4032 molybdenum blades make the cleanest cuts every time, guaranteed.



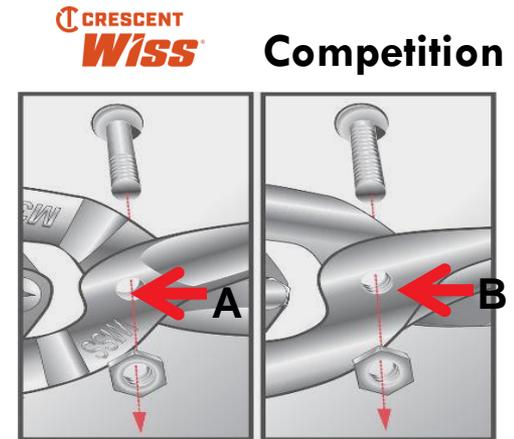
 **CRESCENT**
Wiss®

Snips

Compound Action Snips

Product Performance and Durability

- The Wiss bolt pivots “freely” to distribute wear & last the longest (no bolt threads) → fig. A
- Competitor’s tools tap one blade to lock the bolt creating a stress point which can result in tool failure over time → fig. B
- The Wiss pivot is easier for users to adjust



Snips

EDGE Snips

Product Information

Catalog No	M1X, M2X, M3X
Features & Benefits	<ul style="list-style-type: none"> USA-made precision-cut-cast blade cuts 3 miles of steel Optimal system design requires 20% less cutting force Unique blade serrations spread cutting force, improving cut quality and tool life Industry-leading pivot design for longer overall snip life Handle design and compound leverage mechanism reduce hand fatigue Better and more consistent handle span Redesigned latch for better control

COMFORT AND EASE
Redesigned handle contour and compound leverage mechanism make cutting easier and reduce hand fatigue

ULTRA-TOUGH
Industry-leading pivot design leads to longer overall snip life

SMOOTH CUTS
Unique 'Wiss Wave' serrations spread cutting force across the blade, improving cut quality and tool life



CONTROL
Redesigned latch for easy locking

PRECISION
Integrated stops make sure the blades open all the way, every time, for maximum length of cut



**CUTS OVER
3 MILES OF STEEL**



Snips

Pattern Snips

Pattern Snips have longer handles and shorter blades compared to scissors. The handles have large openings to accommodate hands with gloves. Pattern snips work best on long and straight cuts

Art. No	Description
V10N	10 1/4" Duckbill Combination Pattern Snips
A9N	12 1/2" Straight Pattern Snips
A11N	9 3/4" Straight Pattern Snips
A13N	7" Straight Pattern Snips



A9N



V10N



Duckbill Blades Design On V10N & V19N Snips Facilitates Tight Circular Cuts



Snips

Lightweight Aluminum Handle Snips

They have a longer handle length and rounded head design to improve cutting leverage. Large, wide handle loops increase cutting leverage and comfortably fit all hand sizes. The sleek head design reduces cutting effort by allowing easy flow of material while cutting.

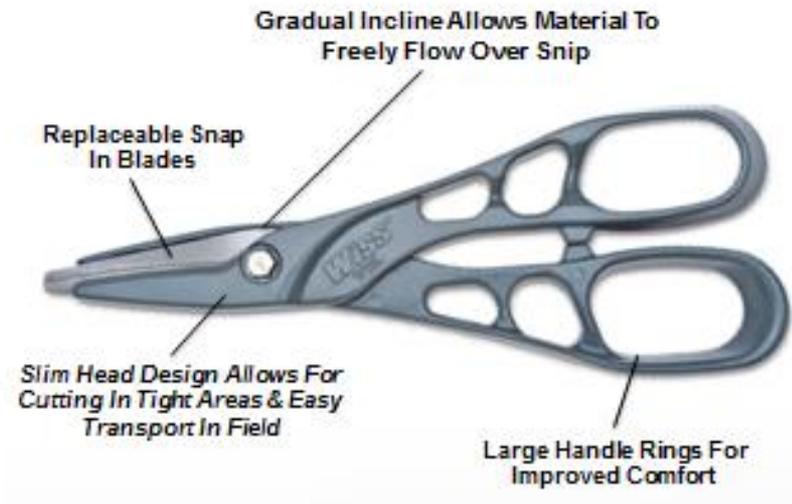
Art. No	Description
W12L	12" Lightweight Aluminum Handle Snip
W13LO	13" Lightweight Aluminum Handle Offset Snip
W14L	14" Lightweight Aluminum Handle Snip



W12L

W13LO

W14L



Snips

All Purpose Snips

Designed to cut sheet metal (low carbon rolled steel up to 20-gauge), plastics, vinyl, carpet, gutters, cardboard, paper, screen, wire mesh, hose, roof shingles, wallpaper, cloth, and much more.

Art. No	Description
MPX5	Multi-Purpose Cutter (5 in 1)



Snips

Nibblers

Nibbler cutters are designed to make cuts sheet metal up to 1.2mm, copper, aluminum, non-brittle plastics and soft metals. They offer distortion-free straight cuts for U- and C sections. Chip width 2.8 mm. M11R has an automatic chip breaker for comprehensive cutting out and cutting in.

Art. No	Description
T0073801027	M10RW 265mm Metal Nibbler
T0073801127	M11R 265mm Metal Nibbler Chip Breaker



T0073801027



T0073801127



Scissors & Shears



Scissors & Shears

Home & Craft Scissors

A wide range of lightweight scissors for every purpose. Some blades have a titanium coating that is 3 times harder than steel for a longer life. Precision ground blades for smooth cutting.

Art. No	Description
W812S	8 1/2" Home & Craft Scissor
W8TA	8" Take Apart Scissor
W912	10" Shop Shear
WHCS2	2 piece Home Craft Sew Scissor Set



W912



WHCS2



W8TA



W812S

Scissors & Shears

Titanium Coated Scissors

Ultra-durable scissors and shears designed for professional performance. Engineered with precision ground stainless steel blades and industrial-strength handles, these exceptionally tough tools provide razor-sharp cutting for the shop, home and garage.



W7T

- Precision ground blades for smooth cutting
- Wider, heavy duty premium grade stainless steel blades for extra durability and strength
- Serrated blade grips materials securely for more even cutting
- Ergonomic handle design for maximum comfort
- Adjustable pivot allows for fine-tuning to most comfortable setting
- Cuts cardboard, heavy fabric, rope, leather, plastics, and more



W10T



W10TM

- Precision ground blades for smooth cutting
- Heavy duty, premium grade stainless steel blades for extra durability and strength
- Ergonomic ring design for maximum comfort
- Adjustable pivot allows for fine-tuning to most comfortable setting
- Cuts paper, cardboard, heavy fabric, rope, leather, plastics, and more



**Full-length metal handles
on TM versions**

Scissors & Shears

Titanium Coated Scissors



Scissors & Shears

Electrician / Data Scissor

Product Information

Catalog No	W5T
Features & Benefits	<ul style="list-style-type: none"> ▪ Set includes 69 pieces in high-quality ▪ Durable steel construction with black oxide blade finish ▪ Integrated wire stripper in blade ▪ Cable cutter grooves give added boost for shear cuts ▪ Grip zones in handles give user extra torque and leverage on fasteners



Shop / Kitchen Shear

Product Information

Catalog No	W10GZ
Features & Benefits	<ul style="list-style-type: none"> ▪ Stainless steel titanium coated blades ▪ Innovative Grip Zones in handle span offer added torque for difficult to open containers ▪ Bottle opener and pry bar in handle span ▪ Blades extend through the handles ▪ Full polished chrome finish for anti-corrosion protection



Scissors & Shears

Multi Purpose Spring Loaded Snip

The WEZSNIP is an 8-1/2" utility shear is constructed from 420 stainless for long lasting use. It features spring-loaded blades to reduce fatigue and soft-touch molded handles for maximum comfort.

Art. No	Description
WEZSNIP EU	Multi Purpose Spring Loaded Snip



Textured, molded handles for secure, comfortable grip

Spring-assist action minimizes fatigue

Thumb latch secures blades closed for storage

Wire cutting notch in lower blade



Scissors & Shears

Industrial Scissors

Inlaid Industrial Shears are for professional dressmakers. They are made with the finest quality cutlery steel. The blades are hot drop-forged and nickel plated for durability.

Art. No	Description
W22P	12" Industrial Shear, Bent Handle, Cushion Grip
W22N	12" Industrial Shear, Bent Handle
W20	10" Industrial Shear, Bent Handle
W20LH	10" Industrial Shear, Bent Handle, Left Hand
28N	8 1/8" Industrial Shears, Inlaid®
27N	7 1/2" Industrial Shears, Inlaid®
W22W	12" Industrial Shear, Bent Handle, Wide Blade
W20W	10" Industrial Shear, Bent Handle, Wide Blade
RS1N	8" Rug Shears for Hooked and Candlewick Rugs



W22N



W22W



W20W



W22P



W20LH

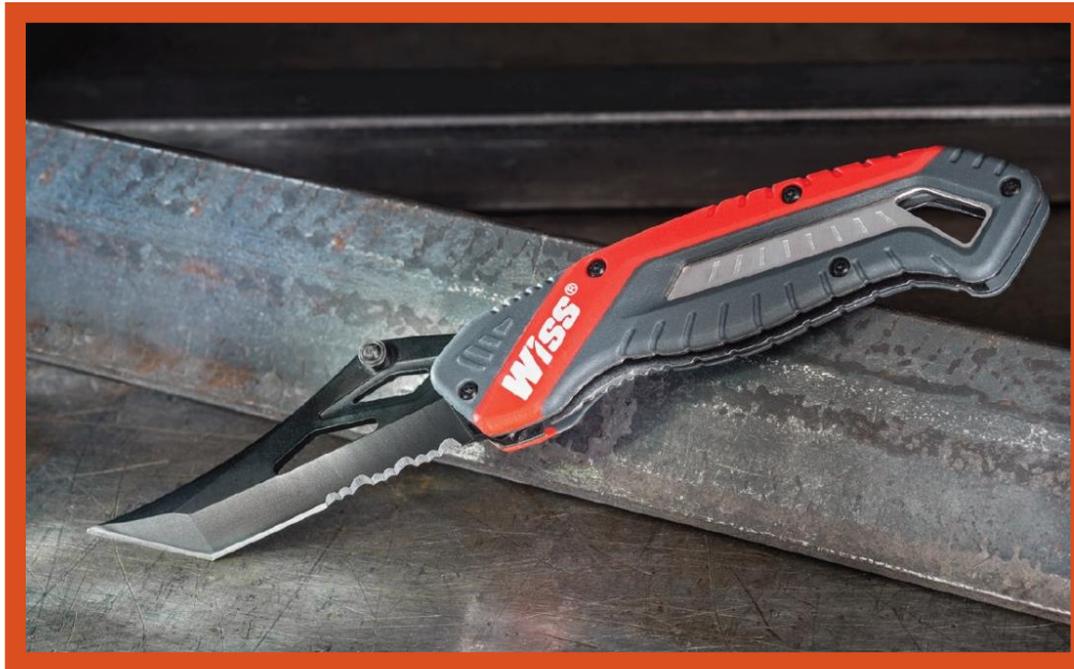


RS1N



27N

Utility Knives



Utility Knives

Folding Pocket Knife

Product Information

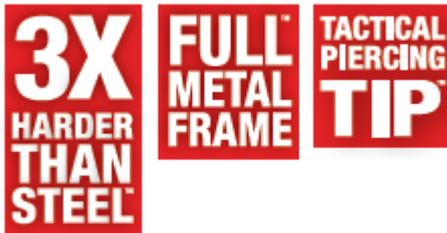
Catalog No	WKFPNS1EU
Features & Benefits	<ul style="list-style-type: none"> ▪ EU version: Non spring assisted ▪ Titanium coated stainless steel blade(3X harder than steel for longer life) ▪ Blade features piercing tip with serrated and straight cutting edges for maximum cutting capabilities ▪ Full metal frame for increased durability ▪ Dual thumb stubs and thumb hole for quick, easy opening ▪ Slim, ergonomic handle designed for maximum comfort ▪ Reversible belt clip ▪ With Counter Pack

Dual thumb studs for quick, easy opening

Slim, ergonomic handle designed for maximum comfort



Blade features piercing tip with serrated and straight cutting edges for maximum cutting capability



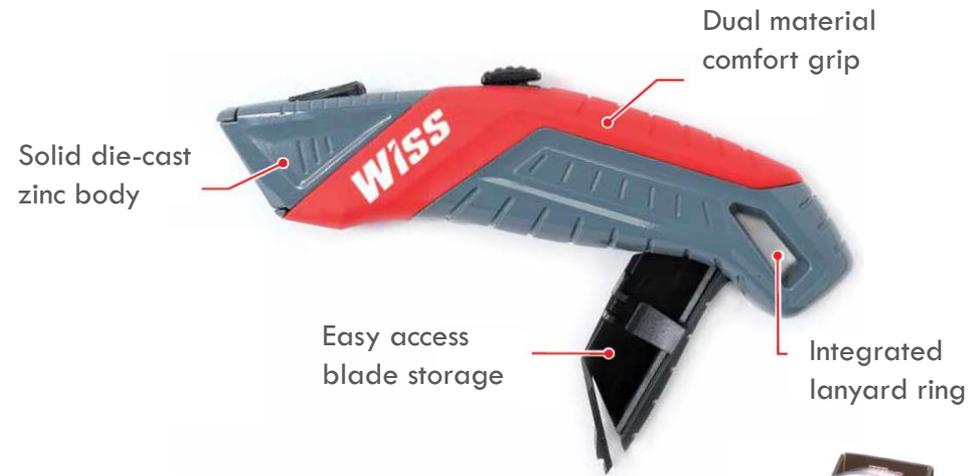
Reversible Belt Clip

Utility Knives

Auto-Retracting Safety Utility Knife

Product Information

Catalog No	WKAR2EU
Features & Benefits	<ul style="list-style-type: none"> Unlike standard “self-retracting” utility knives, the Wiss Auto-Retracting Knife retracts the blade automatically the moment it loses contact with the material being cut. Blade retracts when cut is done, even if slider is in the forward position Auto-retract mechanism cannot be overridden under normal use Quick blade change for easy and fast replacement Blade storage Accepts all standard utility knife blades Includes two black coated blades With Counter Pack



Quick Blade Change



Utility Knives

Quick Change Folding Utility Knife

Product Information

Catalog No	WKF2EU
Features & Benefits	<ul style="list-style-type: none"> ▪ Accepts all standard type utility knife blades ▪ Built-in blade storage ▪ Locks in straight and 45 degree positions ▪ Compact, ergonomic design ▪ Product is able to withstand wear, pressure or damage ▪ Includes two black coated blades ▪ Quick change blade system ▪ With Counter Pack



Quick Blade Change



Utility Knives

Blades

Art. No	Description
RWK14D	.025" Heavy Duty Blades, 100 Blades per Dispenser
RWK14V	.025" Heavy Duty Blades, 5 Blades per Card
RWK16V	.025" Heavy Duty Hook Blades, 5 Blades per Card
WKF150PK	Quick Change Folding Utility Knife w/Bonus Pack 50 Blades



RWK14D



RWK14V



RWK16V



MADE IN USA

Utility Knives

Blades

Art. No	Description
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RWK14V	.025" Heavy Duty Blades, 5 Blades per Card
RWK16V	.025" Heavy Duty Hook Blades, 5 Blades per Card
WKF150PK	Quick Change Folding Utility Knife w/Bonus Pack 50 Blades



RWK14D



RWK14V



RWK16V



Trade Tools



Trade Tools

HVAC Tools

Seamers and crimpers now feature greater bending and crimping power, along with comfortable aviation snip style handle grips. Also, Wiss has added three sizes of folding tools made of sturdy 16-gauge steel.

Art. No	Description
WC3S	3-Blade Hand Crimper, 1-1/4" Throat Depth
WC5S	5-Blade Hand Crimper, 1-1/4" Throat Depth
WC5L	5-Blade Hand Crimper, 1-5/8" Throat Depth
WF12	Wiss 12" Folding Tool
WF18	Wiss 18" Folding Tool
WF24	Wiss 24" Folding Tool
WHN1	Hand Notcher, HVAC
WS3	3" Hand Seamer, Straight Handle
WS4	3" Hand Seamer, Offset Handle
WS6	6" Hand Seamer, Straight Handle
WT1	Wiss Cable Tie Tensioning Tool



WS3, WS4, WS6

WC3S, WC5S, WC5L

WHN1



WF12, WF18, WF24



WT1



Trade Tools

Plumbing Tools

The design allows the cutting wheel to rotate around pipe, while the handle ratchet only needs to move as little as 10 degrees. Cuts brass, copper, aluminum, PVC and other thin-walled conduit material.

Art. No	Description
WRPCSMEU	3mm-13mm Diameter Ratchet Pipe Cutter Small
WRPCMDEU	6mm-23mm Diameter Ratchet Pipe Cutter Medium
WRPCLGEU	8mm-29mm Diameter Ratchet Pipe Cutter Large



WRPCLGEU



WRPCMDEU



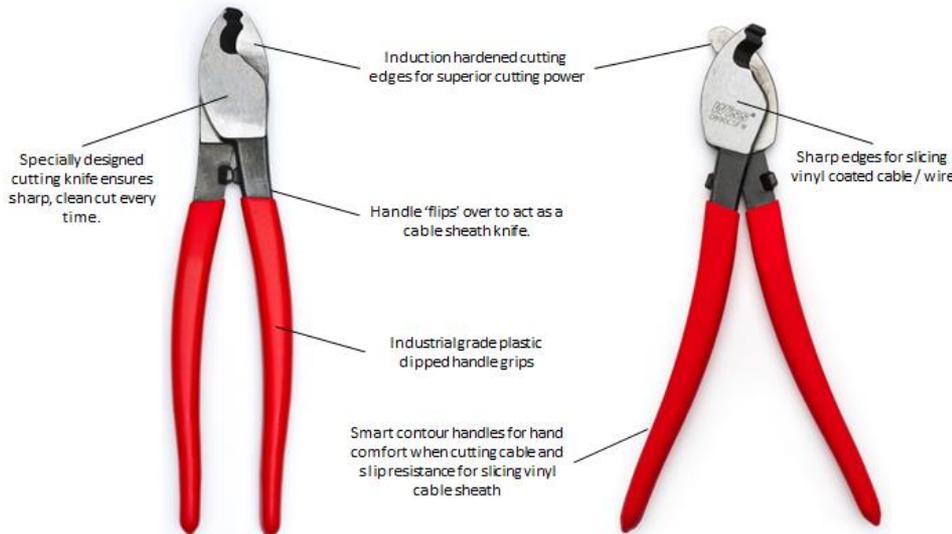
WRPCSMEU

Trade Tools

Flip Joint Cable Cutter

Flip Joint Cable Cutter is a 3-in-1 electrician's tool, It cuts vinyl-coated cable, slices the sheathing & strips the wires. Cuts multi-stranded copper/aluminum wire. Induction hardened edges. Industrial grade plastic dipped handle grips.

Art. No	Description
0890CSFW	Wiss Flip Joint Cable Cutter

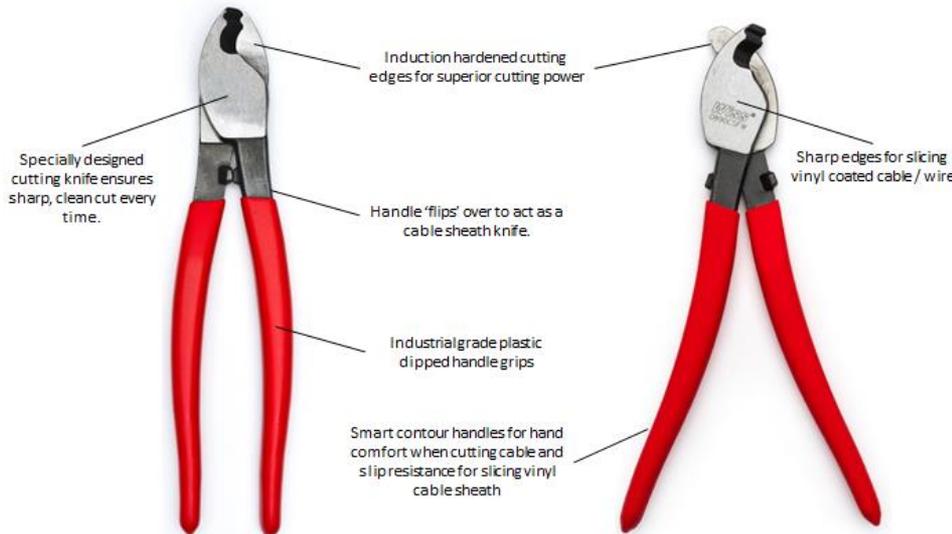


Trade Tools

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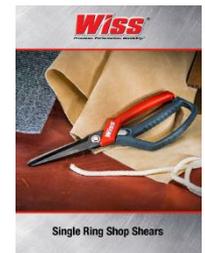
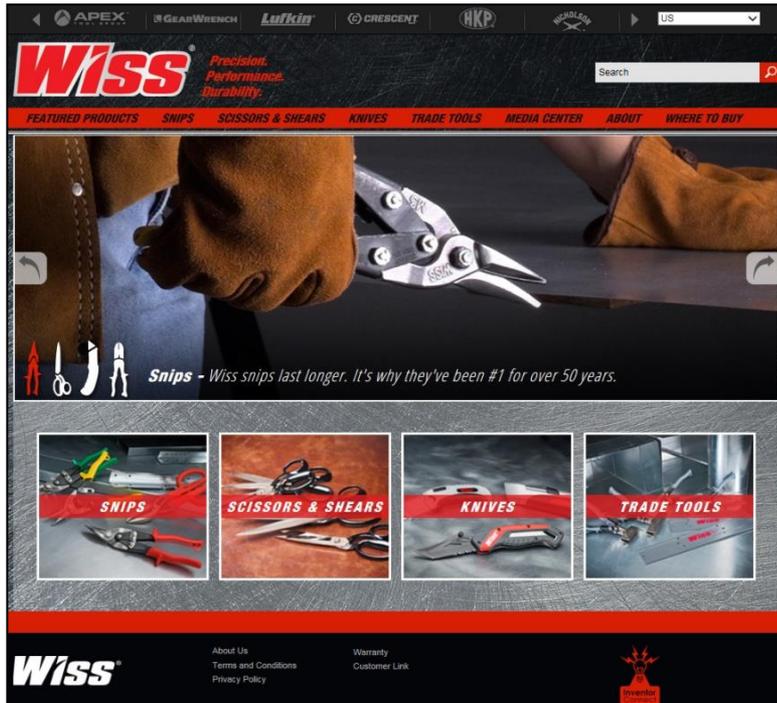
Art. No	Description
0890CSFW	Wiss Flip Joint Cable Cutter



Commercial Information

www.wisstool.eu

Product Brochures



* Please click on the pictures to see brochures

Commercial Information

YouTube Videos



[Scissors](#)



[MaxCut™ Multi-Cutter 5 Tools in 1](#)



[Flip Joint: Cable Cutter](#)



[Making the World's Best Snips](#)



[Edge™ Aviation Snips](#)



[Scissors - Featuring The NEW 11in. Single Ring Shop Shears](#)



[Folding Pocket Knife](#)



[HK Porter® PowerLink™ Double-Compound Action Bolt Cutter](#)



[HK Porter® Pivot Handle Cable Cutter](#)



[HK Porter® Compact Bolt Cutter](#)

* Please click on the link to watch Youtube videos

Additional POSM



Shelf Displays



Counter Packs