

## 8. IRWIN Brand Building and Activation Online



IRWIN.com - Trade Landing Page

### Key Areas of IRWIN.com

IRWIN.com is a robust website geared toward professional end-users. It is a virtual toolbox where end-users can find necessary product detail information including warranties, owner's manuals and literature, specifications and "Where to Buy" information. Customers and consumers alike can learn about new product releases, industry news and happenings, the IRWIN Tools Night Race, trade shows and much more.

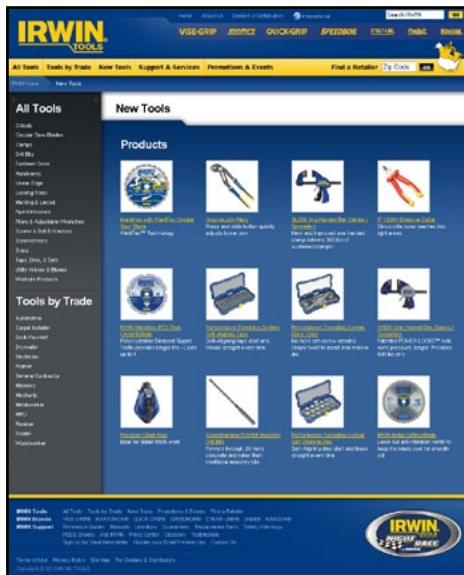
### The various templates of IRWIN.com include:

**Tool Information:** An online catalog with feature call-outs, photos, interactive demos, product specifications, comprehensive SKU listings and where-to-buy links.

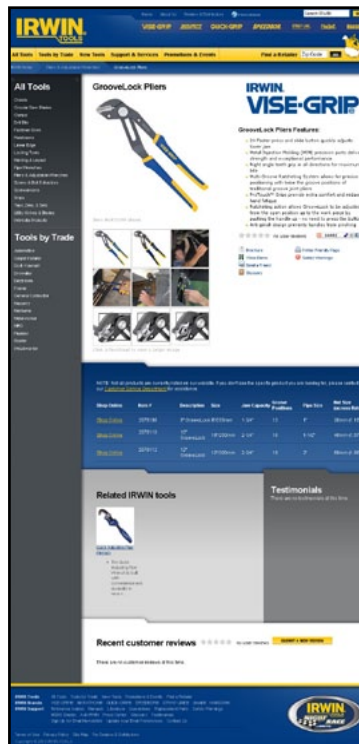
**New Tools:** Just as products hit the shelves, this area showcases the latest and greatest from IRWIN Tools.

**Support & Services:** From this area, a user can request replacement parts or download literature, MSDS sheets, safety warnings and product manuals.

**Tool Tips:** An online toolbox with handy workshop tips, how-to articles, answers to commonly-asked questions and a glossary of tool terminology.



IRWIN.com - New Products Page



IRWIN.com - New Products Detail Page