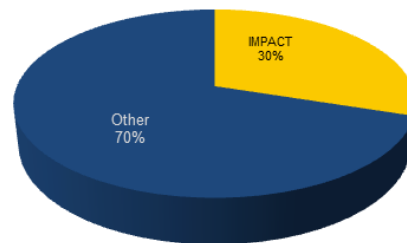


Why IMPACT?

- 45% of users own an impact driver
- Users are using impact drivers 27% of the time
- 75% of users are using them on a daily and/or weekly basis
- Impact is approximately 30% of the fastener drive market.

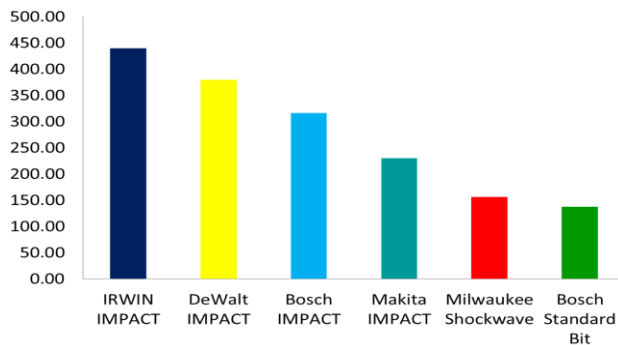


Competitor Claims

CLAIMS	Bosch Impact Tough	IMPACT PERFORMANCE SERIES
Life	<ul style="list-style-type: none"> • Forged tip reduces breakage 	<ul style="list-style-type: none"> • Forged bit for superior fitment, which reduces stripping and increases life of bit 3X
Durability	<ul style="list-style-type: none"> • Torsion Zone absorbs torque peaks reducing stress at the tip • Hardened bit strength, reduces fracture 	<ul style="list-style-type: none"> • Manufactured with heavy-duty, high-grade steel to withstand high torque output

BIT LIFE

(Average Cycles Before Failure; Phillips, Square, Torx Bits)



	IRWIN TOOLS	BOSCH	IRWIN vs. Bosch % Difference
	List Price	List Price	
	\$1.48	\$1.44	2.78%
	\$2.07	\$3.15	-34.29%
	\$6.30	\$5.18	21.62%
	\$3.85	\$5.18	-25.68%

+	1" Insert	2" Power	3" Power	4" Power	6" Power		+	1" Insert
#1	X	X						
#2	X	X	X					X
#3		X						
□	1" Insert	2" Power	3" Power	4" Power	6" Power			
#1	X							
#2	X	X						
#3	X							
+	1" Insert	2" Power	2-3/4" Power	3-1/2" Power	6" Power		+	1" Insert
T6								T6
T7								T7
T8								T8
T9								T9
T10								T10
T15								T15
T20		X						T20
T25		X						T25
T27								T27
T30								T30
T40								T40
○	1-7/8"	2-9/16"	4"	6"				
1/4"	X							
5/16"	X							
3/8"	X							
7/16"								
Socket Adaptor		1/4"	3/8"	1/2"				
2"		X	X	X				
Bit Holder		2-1/4"		3"				
		X	X					

KEY:	
X	In IRWIN & Competitor Assortment
	In IRWIN Assortment Only
	In Neither IRWIN nor Competitor Assortment