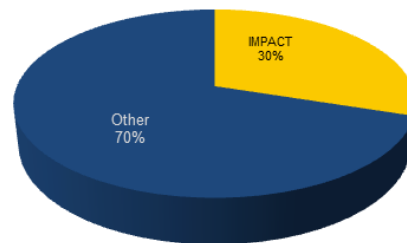


### Why IMPACT?

- 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.

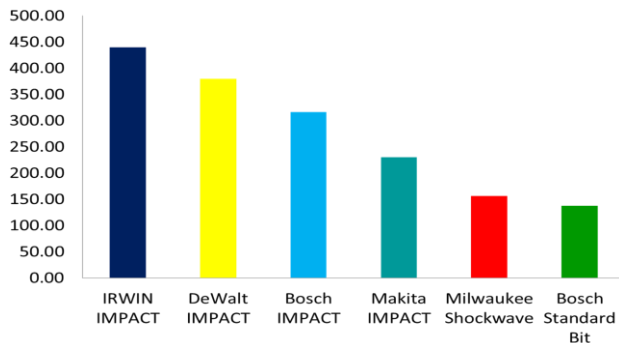


### Competitor Claims

CLAIMS	DeWalt IMPACT READY Series	IMPACT PERFORMANCE SERIES
<b>Life</b>	<ul style="list-style-type: none"> <li>• DeWalt does not address any claims specific to "Life"</li> </ul>	<ul style="list-style-type: none"> <li>• Forged bit for superior fitment, which reduces stripping and increases life of bit 3X.</li> </ul>
<b>Durability</b>	<ul style="list-style-type: none"> <li>• IMPACT READY™ Screwdriver Bits – "Heat treated and engineered to last, these bits will withstand 2,000 inch pounds of torque."</li> </ul>	<ul style="list-style-type: none"> <li>• Manufactured with heavy-duty, cold-forged, high-grade steel to withstand high torque output.</li> </ul>

### BIT LIFE

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



	IRWIN TOOLS	DEWALT	IRWIN vs. Milwaukee % Difference
	List Price	List Price	
	\$2.14 (2Pc)	\$2.36 (2Pc)	-9.32%
	\$3.49(2Pc)	\$3.34 (1pc)	-47.75%
	\$6.60	\$7.56	-12.70%
	\$2.23	\$7.78	-248.49%

	1" Insert	2" Power	3" Power	4" Power	6" Power		
#1	X						
#2	X	X	X				
#3	X						
	1" Insert	2" Power	3" Power	4" Power	6" Power		
#1	X						
#2	X	X					
#3							
	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						T20	
T25						T25	
T27						T27	
T30						T30	
T40						T40	
	1-7/8"	2-9/16"	4"	6"			
1/4"	X	X					
5/16"	X	X					
3/8"	X	X					
7/16"	X	X					
Socket Adaptor		1/4"	3/8"	1/2"			
2"		X	X	X			
Bit Holder			2-1/4"		3"		
		X					

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