



The magazine for decision-makers



How do you recognise quality brands?

- ▶ Globally recognised innovation
- ▶ Optimum functionality and longevity
- ▶ Superb reliability and on-the-job safety
- ▶ Excellent price/performance ratio
- ▶ Numerous national and international patents and awards

# Retail stores and their digitalised customers

**Online shops can track every step their customers take. And now, so can retail stores too.**

The huge growth in online trade isn't just the result of changed consumer habits. Online traders are working hard to continuously improve their shops.

At the heart of this development lies what are known as cookies. Online traders can use this technology to track their customers step by step – from their first click to payment. The cookie information collected is used by providers in two ways: Firstly, to optimise their shops. Secondly, to individualise their offerings to customers' purchasing behaviour.

**And what about stores?**

A similar technology is also now being used for retail stores, e.g. in the telecommunications and fashion industry and in some cases in the tool trade. Now that almost all customers carry their mobile phones with them, retailers can use what are known as "beacons" to make contact with their mobile devices via Bluetooth or WLAN.

The customers' journey through the store can therefore be tracked and this data can be used to create a so-called "heatmap". This shows the customers' favourite part of the store, how long they spend there and when they leave the store.

A second and no less important use of "beacons" is individual offers. Even when customers are standing outside the store looking in, an offer for the products in the shop window



can be sent to their mobile. In store, the mobile then serves as a navigation tool, taking customers straight to the product they are interested in, for example.

**The customised shelf**

The shelf can also be incorporated in the system. This could result in the following scenario: A flashing light in the shelf draws customers' attention to the product they are looking for. At the same time, more information appears on the mobile or on an electronic display in the store.

For example, the customer is asked: "Are you left-handed?" If the customer responds with "Yes", the system proposes an alternative. The shelf flashes in a different place. If desired, customers can then pay for the product directly on their

mobile and have it delivered to their home at a time that suits them.

And the next time they come into the store, the system knows that they are left-handed. They are instantly taken to products that meet their needs. So not only does the system take the strain off staff, it can also note the preferences of every single customer, which in turn reinforces customer loyalty.

**Is this a vision or approaching reality for our industry?**

## Qfaktor Top themes

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"Take it easy" Toolfinder





# Progress built on Innovation Power

## Dear Readers.

For us as a manufacturer of premium products for trades and industry, the International Hardware Fair is one of the most important occasions to present our innovations and product lines. And as it is appropriate for a leading event, we and our business colleagues always lively exchange opinions in Cologne on the future of our industry.

Our cover topic about analyzing customer flow and behavior in the retail industry is a digital vision to be up for discussion, for instance. What opportunities are borne by such technologies? Or has our industry not come this far yet? The International Hardware Fair is the place where such scenarios may and should be broached. Because here dealers and manufacturers come together for one-on-one conversations on an equal footing. We have always stood for innovation and user-friendliness. And despite all innovative strength, the tool sector is also an industry that promotes product utility – in the truest sense of the word – as its most tangible currency.

What is the benefit of tool retail network and collection of data in that light if you are not able to offer a sustainable in-store customer experience? It's on us to support the dealer on creating a customer-facing point-of-sale display and the respective brand experience.

And just to stay on track: How does the system know which tool is suitable for left-handed users? How does a digital infrastructure look like that makes work easier for the dealer instead of more difficult? Now we as a manufacturer are challenged to offer appropriate support.

The groups of companies which have joined together under the logo "Qfaktor" have already plenty to offer: high quality graphical material, sales campaigns tailored to customers' needs and a large number of different media you need around your Point of Sale.

A dealer will sell our products effectively only after he has met the customer on his own ground, addressed his concerns, fully informed him and sparked excitement.

Please feel free to contact us at this year's International Hardware Fair in Cologne. We look forward to some exciting discussions.



Filiz Ünel-Bayerlein  
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[www.Qfaktor.com](http://www.Qfaktor.com)

Our download archive



Would you like to read the Qfaktor in digital form too? Then simply take

a look at our online download archive. This clear and compact archive contains all previous editions of Qfaktor as PDFs.

## KNIPEX tile cutter pliers – for good tiling throughout

The new KNIPEX tile cutter pliers combine considerable force with high precision and economical use of material.



The KNIPEX tile cutter pliers enable tiles to be cut to size accurately without a great deal of noise and dust using one hand – including narrow strips on long tiles. This saves time and saves material

supplies. The 10-fold reinforcement of manual force means that this force can be used sensitively, something that is needed to break larger tiles accurately.

After they have been scored, earthenware and stoneware tiles only break in the desired place. The self-aligning jaw made from soft but simultaneously stable plastic protect sensitive glazes. It can be replaced easily when worn out by the hard, sharp tile edges.

The pliers can be adjusted to the thickness of tiles at the press of a button; in this way the handle width of the pliers can also be adapted individually to the user's hand.

To ensure a long service life, the KNIPEX tile cutter pliers are forged from chrome-vanadium steel, and are oil-hardened and chrome-plated. With their plastic-coated handles, they sit well in the hands of tilers and DIY enthusiasts.

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## Door frame assembly with BESSEY; easier and more flexible

**1 Door frame clamp TU has been optimized for an easier installation of door frames in widths from 56.5 to 101 cm**

- Due to the removable clamping bracket with increased clamping surfaces and removable brackets



**2 Door frame brace extension TUX to install extra-wide doors from 104 to 196 cm**

- Available as an accessory to increase the opening width of the door frame clamp TU



**3 TU-TRAGE now includes six TU door frame clamps in a nylon wheeled case**

- For safe and dust-free storage
- For easy transport
- For storing other products on the BESSEY door frame assembly system



# Type 80 T: extendable spirit level



**Good news for everyone who in the past has worked with several spirit levels:**

the new STABILA Type 80 T replaces up to three different lengths. It is available in two lengths of **63 – 105 cm** and **80 – 127 cm**: both can of course be flexibly extended. So you always measure with the right length!

The STABILA Type 80 T has a high-quality telescope system, which can be locked at any point. This prevents unintentional adjustment of the spirit level.

The marking and cutting edge extends over the full length, even when extended. Inner dimensions and clearance dimensions can be determined using the printed metric scale. STABILA Type 80 T allows you to measure and mark off at the same time. Because it features integrated anti-slip stoppers, it cannot slip.

Special benefit for window fitters: the spirit level can be adjusted to fit in the frame so that you can have two free hands for alignment work.



Measure and mark off in all positions: two end-to-end measurement faces with sharp marking and cutting edges



Integrated anti-slip stopper for reliable marking on all surfaces

Simple alignment of window and door frames

# The Zyklop Hybrid by WERA



In general, a "hybrid" combines two elements of different varieties together. For example, combining petrol and electric technologies together in a hybrid car.

For its new Zyklop Hybrid ratchet, WERA wanted to **combine** important ratchet benefits together in a single tool. The idea was to develop a light and sturdy ratchet with an ergonomic Kraftform handle, slender head geometry, long lever and extension possibility.

**Fine-toothed of course:**

the fine-tooth changeover ratchet with 72 teeth has a tiny ratcheting angle of only 5°. This small stroke enables fast and precise work in

all installation positions.

**The nut must fit:** the ball stop ensures nuts and accessories fit securely and also caters for reliable safety during turning.

**Need even more power?** The hybrid extension with its safe locking device is suitable for even greater power transmission.

Conclusion: The Zyklop hybrid ratchet **incorporates robustness, slenderness and light weight.**

This new ratchet is also available in a practical **display**. This display, already packed ready for sale including 4 ratchets and 2

extensions, is an ideal starter set when the product is introduced in Spring 2016.

**Also in the range:**

The ratchet set including 10 sockets with holding function and 2 extensions.





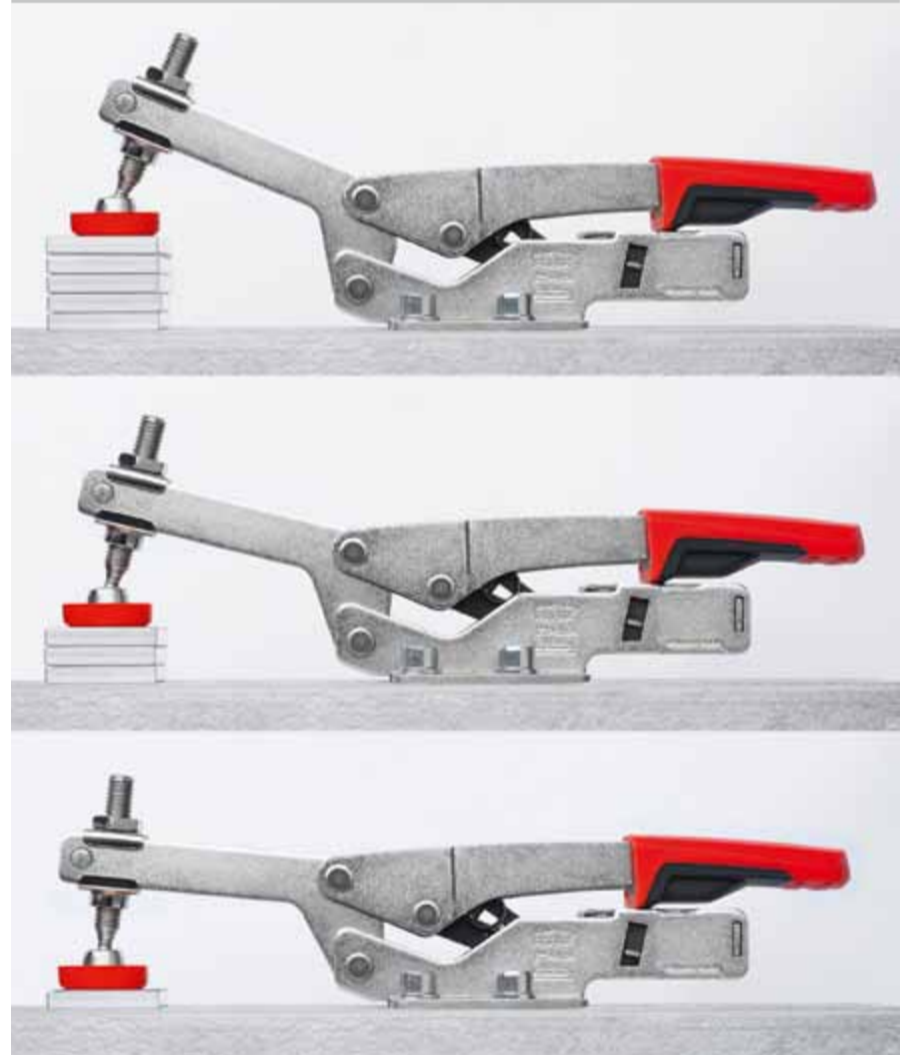
# Variable STC toggle clamps from BESSEY

## Even more flexible clamping up to 5-times faster

**Ready to go – the first time and for quick set-up during work piece changes**

BESSEY STC quick clamps adapt to work pieces of varying thickness – without manual setting of the spindle and, with practically the same clamping force.

- Due to an automatic clamping width range



### Powerful and gentle

Even sensitive work pieces, e. g. with veneered or varnished surfaces, can be gently clamped.

- Due to moving pressure plate with removable protective cap
- Due to clamping force regulation via adjustment screw in the joint



### Uncompromisingly versatile

One size of the BESSEY toggle clamp replaces multiple competitor sizes simultaneously.

- Due to an extremely large clamping range, thanks to the patented mechanism





## Erdi D39ASS Ideal snips from BESSEY Low-fatigue continuous cutting

### Frictionless robust

The D39ASS Ideal snips are particularly smooth running and extremely wear-resistant.

- Due to sintered steel insert in the joint area
- Due to permanent threaded connection of the joint area with stable stud bolt
- Due to stainless steel panel over the joint for protecting the spring beneath



### Perfect cornering

They enable high-precision cutting of curves in the tightest of radii and, with less risk of scratching the surface.

- Due to extremely compact cutter head with partially sunken threaded head connection

### Effort-saving, easy to use

It is possible to use the complete cutting length with every cut.

- Due to a significantly reduced handle opening angle

Right and left-handed users can lock and unlock the snips with ease, without a change in grip.

- Due to central positioning of the latch on the top handle



YouTube



Hall 10.1  
Booth: H004/J005

# The dismantler. The wire stripper. The all-rounder.

## **Design and function work together in a unique way in the KNIPEX ErgoStrip.**

The design creates the conditions for a diversity of functions not previously achieved. The first tool for all cables used in modern house installation.

In the past a number of tools were needed to dismantle and strip different types of cables. This means: full pockets, lots of hand movements.

## **KNIPEX ErgoStrip – a world first in the area of cable tools**

The unique pistol grip design, with patent pending, facilitates the universal nature of the tool and its unusually ergonomic handling. The innovative, angled shape of the ErgoStrip provides space for additional functions, making it possible to combine the stripping of all common NYM cable as well as the dismantling of data cable and the stripping and dismantling of coax cable in a single tool.

## **A further decisive advantage of the pistol grip design:**

It enables manual force to cables and single conductors to be metered out well and reach them in an ergonomically favourable manner. There is no need to change grip when dismantling.

## **For electricians, plant manufacturers and fitters.**

In addition to the wide range of functions, KNIPEX has equipped the ErgoStrip with a few more very useful properties, which all likewise have patent pending:

## **Tapered tool ends:**

The conical tapered tool ends also enable dismantling in confined spaces. The ErgoStrip is ideally shaped for work on junction boxes and distribution boxes.

## **Locators for stripping:**

KNIPEX has placed location ridges on the wire stripping holes so that the correct cable position for stripping can be found intuitively – even in the dark.

## **Angled insert:**

The insertion points for coax and data cable are angled. With gentle pressure, cables slide into the correct position almost by themselves.

## **Length scale:**

In order to be able to always dismantle and strip data and coax cable to the same length, a length scale has been provided.

## **Lengthwise cutting function:**

NYM cables can be cut lengthwise conveniently and safely. This is ensured by the practical cable guide parallel to the half shells, where the cable is automatically pressed and fed against the guide hollows on the housing.

This compact and robust universal tool represents a further step in saying goodbye to heavy toolboxes, because it combines all important tool functions.

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**Hall 10.1  
Booth: D004 / E005**



Dismantling of a NYM cable



Dismantling of a data cable



Stripping of a coax cable

# KNIPEX pointed combination pliers – always with you, useful everywhere

**There are some tools that you don't want to let go once you have held them in your hand. The new KNIPEX 08145 may well become one such tool.**

It has been developed for all eventualities in everyday life. The pliers can be used for powerfully holding, gripping, pulling and cutting: pulling a nail out of the wall, gripping to lock hex nuts, cutting medium-hard to hard wire, securing a bolt, aligning the height of the washing machine, pulling out the locking pin on the cellar door handle, adjusting the brake cable on a bicycle, and so on.

**Four factors in particular argue in favour of these new pointed combination pliers:**

the wide range of possible applications, extremely powerful cutting using the high leverage joint,

secure gripping and durability. The application diversity results from the compact form, the slim pointed head, the good accessibility, the concave contour of the asymmetrically designed grip interlock and the milled notch in the grip area.

Gripping and pulling movements on the most varied work components are effectively supported. The long service life results from the high grade forged special tool steel used.

All in all, a tool that may well write everyday history: in the home, in the car, on the building site, as the ultimate tool in the toolbox, in the drawer and in a fitter's jacket.

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## KNIPEX insulation strippers – versatile and convenient

**These new, light insulation strippers are a true multi-talent, and can be used for wire stripping, dismantling work in confined distribution boxes and even for cutting cable, small screws and nails.**

With the new KNIPEX insulation strippers, the user is literally able to work round corners. The angle of the cable sheathing cutter permits efficient space-saving dismantling work even in cramped conditions, e.g. in flush-mounted and cavity wall sockets that are difficult to reach using conventional dismantling tools. The pliers have been developed for the time-saving cutting, dismantling and stripping of all common round cable and cable

suitable for use in damp areas with a diameter of between 8 and 13 mm. The cable sheathing cutter profile with safety collars protects the inner wire insulation layers.

With precision wire stripping holes for conductors from 0.75 – 1.5 and 2.5 mm<sup>2</sup>, the pliers have everything required for installation work with NYM cables.

The KNIPEX insulation strippers 13 42 165 are additionally suitable for cutting and trimming cables, small screws and nails. Made from the best vanadium steel, these multifunctional insulation strippers weigh 40% less than other insulation strippers despite of their many functions.



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## KNIPEX diagonal cutters – cut more powerfully than ever before

**The pleasing fact that these diagonal cutters have long been so well accepted by users led to the idea that they could not be improved upon. But that is what KNIPEX succeeded in.**

**The extension of the cutters as well as the optimisation of the cutting angle, of the transmission ratio and the shape of the head ensure even better features.**

The 2016 edition of this classic from the KNIPEX range of diagonal cutters is here. It will also impress those who have long been familiar with and used the classic diagonal cutters from KNIPEX. Thanks to the novel hinge

design, the new generation of the KNIPEX classic enjoys 20 percent greater cutting force than the previous model. The cutters have additionally been hardened to 62 HRC, and are extremely sharp and close precisely. This also enables thin copper wire to be cut – even using the tips of the cutters.

Thanks to the extended cutters, it is now even easier to carry out work in confined spaces, such as in distribution boxes.

Also these universal diagonal cutters for soft and hard wire are forged from vanadium steel for long endurance and high resilience.



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## STABILA Campus – Experience measurement technology in a practical environment



### New training and competence centre

The new **STABILA Campus** is an innovative training centre for retailers and professional users. A former warehouse has been completely refurbished for the new centre. To ensure optimum training conditions, STABILA has worked with trade

professionals to develop and design **application areas**, which reflect **typical construction site situations in structural and underground engineering or interior fitting**.

Starting this year, the STABILA training course offers an **optimum mix of theoretical and practical elements**. The participants now use various measuring devices under real “construction conditions”.

They get to experience for themselves key product advantages, the

practical benefits for the user in individual trades and useful selling points. **Everything the participants learn is consolidated and they gain greater advisory and application expertise.**

STABILA is also planning a small museum containing a wealth of information on the company history and development of measuring tools. Every training course involves a factory tour, where the participants gain interesting insights into how quality STABILA products are produced.

This unique training concept, coupled with a much greater choice of dates, is another element of STABILA’s service promise and support for our partners.

After all, only well-informed and highly competent retailers can provide their trade and professional customers with advice and stand out from the competition.

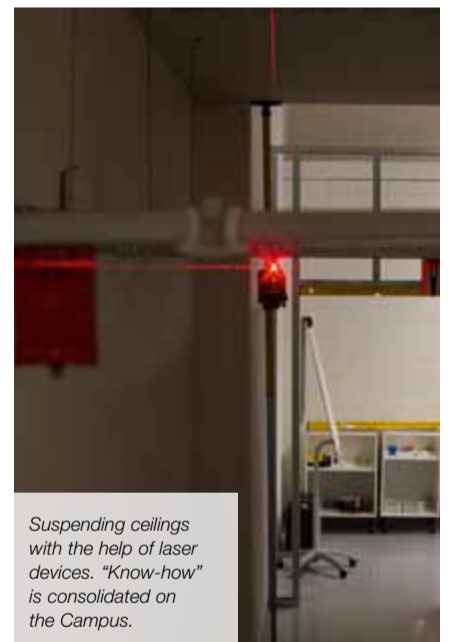
Call us directly and register yourself and your employees:  
+49 (0)6346 309-0



The “sandpit” was designed to demonstrate measuring tasks in underground engineering (e. g. transferring axes, marking walls or creating slopes). Typical carpentry jobs can be demonstrated on and in the timber house: creating right angles, measuring angles and inner dimensions.



Making light work of vertically levelling components, taking the example of concrete formwork.



Suspending ceilings with the help of laser devices. “Know-how” is consolidated on the Campus.

**The training courses are held on fixed dates. We invite you and your staff to join us. Spaces are still available on the following dates:  
23. – 24.06.2016, 08. – 09.09.2016 or 24. – 25.11.2016.**



Various interior construction jobs, such as installing windows, laying tiles, electrical and plumbing installations, are demonstrated on the drywall.

# Multi-line laser LA 180 L:

## Layout work – faster and more accurate than ever



**Transfer lines – from the batter board to the floor slab:**  
at the touch of a button the vertical laser line is 100% automatically aligned over distances of up to 40 m. Marks can then be applied to the floor slab with the aid of the receiver.

**Optimum versatility throughout the entire construction project.** Creating right angles and transferring axes and datum lines on the building site is a timeconsuming affair. Moreover, errors in measurement result in high follow-up costs. But now there's a solution. The new LA 180 L self-levelling multi-line laser from STABILA allows you to take markings more quickly and accurately than ever before. Suitable for both indoor and outdoor applications, it is also ideal for transferring heights, as

well as alignment and plumbbobbing. A robust outdoor solution: the LA 180 L combined with the new REC 410 Line RF line receiver. Take measurements in no time up to 100 m away!

**For all dry installers, metalworkers, forced concrete specialists, carpenters und bricklayers**

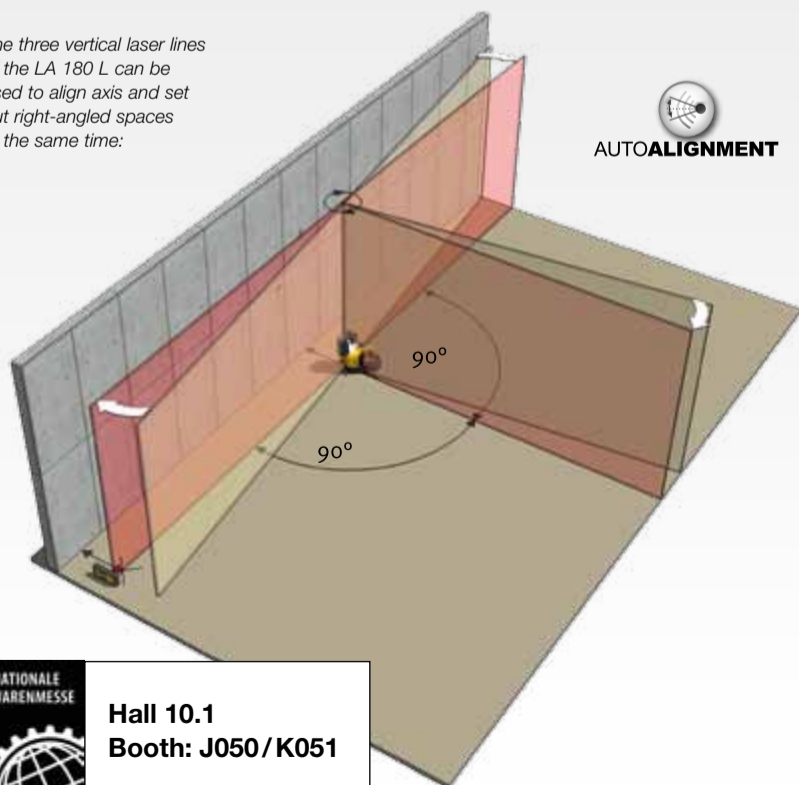
- **AUTOALIGNMENT** function: fully automatic transfer of axes and creating right angles – at the touch of a button and precise

alignment without losing the reference point – no measurement mistakes

- **Working with precision:** levelling accuracy  $\pm 0.07$  mm/m, motor-driven self-levelling
- **Sharp, clearly visible laser lines** – 3 vertical lines, 1 horizontal line, plumb function
- **Functional housing shape** enables positioning in room corners and over edges (e.g. concrete slab) – rapid checking of right angles

**Motor-driven self-levelling line laser. Layout right angles automatically – with the motor-powered fine adjustment in combination with the REC 410 Line RF receiver. Faster, more accurate, simpler.**

The three vertical laser lines of the LA 180 L can be used to align axis and set out right-angled spaces at the same time:



**The REC 410 Line RF receiver:** uses wireless technology to control the LA 180 L laser. Enables right angles to be set out. At the touch of a button. Just 1 man needed. The laser adjusts itself automatically.



**Laser distance measurer LD 250 BT: Measuring and documentation made simple**



**Use**  
For everyone who works indoors and needs to document a large number of measurements



- Compact, easy-to-use laser with integrated **Bluetooth® Smart 4.0 technology** enables measurement data to be wirelessly transferred from the laser to a smartphone or tablet
- **Free STABILA Measures app** lets you transfer measurements directly to photos of the building site or drawings
- **4 basic measuring functions:** length, area, volume and continuous measurement
- The laser delivers quick measurement results and assists you in your daily work, when calculating how much material is needed, for example
- The large digits and **display lighting** make it easy to read
- Impact-resistant housing with shockabsorbent STABILA soft grip casing
- Designed for **measurements up to 50 m**



INTERNATIONALE  
EISENWARENMESSE  
KÖLN  
**Hall 10.1**  
**Booth: J050/K051**

# PARAT tool cases

**Our customers already know: PARAT tool cases have set new standards time and again when it comes to quality, workmanship and product features. This is because, among other things, we do not only distribute our products but also develop and produce most of our tool cases ourselves. So this allows us, again and again, to launch innovative products, materials and optimized product details.**

Over and over again, it's our team who contributes its part in working out customized development solutions for our project cases.

This team is always dedicated to providing tailor-made products for our customers' individual requirements regarding fittings and materials. For instance, we have developed a case for service technicians working for Miele domestic appliance manufacturer, fully featured with IT equipment for after installation service. The case comes with a shock-proof integrated

laptop, a direct thermal printer and a self-contained power supply.

From service report to billing: this case is a mobile computing and data center for effective work in Customer Service – not least thanks to PARAT.

Any know-how which we gain in this context flows consequently into our tool case development and optimization work.

And this is how we and our products get better little by little.

**Interested in learning more? We'll be pleased to welcome you at this year's International Hardware Fair Cologne:**

6<sup>th</sup> – 8<sup>th</sup> March 2016,  
hall 10.1 booth J056/K057



## Attractive promotion packages

### Must have offer!

You can buy our most popular branded products at special prices between January and March 2016. Both offers are valid as long as stocks last.

#### 1) STABILA spirit level Type R 300:

Developed for the most demanding building site use. Comprising: 9 spirit levels, sorted (three per piece 244 cm / 200 cm / 81cm) in an attractive floor display.



Attractive floor display: STABILA Type R 300

#### 2) STABILA LAR 250 rotation laser:

Extremely tough, reliable, accurate and versatile. Comprising: 2 x 9-part set consisting of LAR 250 rotation laser, remote control, REC 300 Digital receiver, 90° angle rail, laser goggles, target plate, carrying case, construction tripod, levelling rod.

**Please ask** the sales representative responsible for these top-selling promotion packages or call us directly at: +49 (0)6346 309-0

STABILA LAR 250 rotation laser: 9-part set



## Brand-new: The new WERA Catalog

How can you consistently challenge existing standards, achieving great results in the process?

How can a tool company produce true rebels, and what do they actually look like? What part does design play, and what part does rock and roll play, when it comes to a manufacturer of screwdriving tools?

And last but not least: What **product line depth** is WERA introducing?

The new WERA catalogue provides answers to all these questions. A publication that perceptibly communicates WERA DNA.

Be carried away to an **emotional world of tools**. Get to know the many product innovations in the WERA catalogue.

**Innovation brochure 2016**  
Want to see an overview of

innovative WERA products newly available in Spring 2016? We recommend the Innovation brochure, which also features existing WERA favourites at special offer prices.



Ask WERA for your Catalogue and Innovation brochure by getting in touch with your contact or at [www.wera.de](http://www.wera.de)

# Clamp on workbenches securely and variably



**BESSEY clamping elements from the TW and TWV ranges can now be used on carpenter's benches in conjunction with the new workbench adapter.**

The BESSEY clamping elements have already proven themselves in the metalworking field and now, they are also in use in woodworking. This is made possible by the TW16AW workbench adapter. In just a few moments the unit can be used to adapt BESSEY clamping elements from the TWV and TW range for 16 mm matrix hole systems. It is therefore possible to insert the clamping elements in all conventional workbenches with a 3/4 inch or 19.05 mm system. If other hole systems are to be used, it is simply necessary to exchange the adapter socket bolt.

The TWV and TW are available in three handle variants: a high-quality 2-component plastic handle, tommy bar or lever handle. Particularly practical for working on long work pieces is the model with the lever handle. The clamp is quickly and

safely secured with a single action. The two other handle versions also impress with their convenient functionality. The clamping element with 2-component plastic handle and the model with tommy bar each function with a smooth-running trapezoidal threaded spindle and tool-free pressure plate replacement. Thanks to a special surface coating, the spindle is particularly smooth-running, and does not tilt.

**All three handle variants of the BESSEY clamping elements for workbenches are available with a fixed and variable throat depth.**

The model designation TW is applied to the clamping tools with a fixed throat depth of 100 mm, while the models in the TWV range exhibit a variable throat length of between 30 and 150 mm.

#### Interested?

We'll be pleased to welcome you at this year's International Hardware Fair Cologne: halle 10.1, booth: H004/J005

## KNIPEX tool fall protection – ensuring that falls are not left to chance

**Everyone has dropped a tool once before while carrying out work.**

**From now on the KNIPEX tool fall protection will protect against the possible fatal consequences.**

When considering the area of occupational health and safety, e.g. on cherry pickers, ladders and work platforms, many initially think about the people who are working at a height. KNIPEX also considers those who may need to be underneath scaffolding while work is being carried out above their heads.

With the 2016 model range, the company from Wuppertal is introducing new fall protection for tools. This secures the tool, and ensures uninterrupted working.

It guarantees occupational safety where industrial climbers are working

with wire rope systems, high altitude rescue workers deploy wire ropes and craftsmen are working on ladders or work platforms. The special feature of this safeguard is the **very small and flat mounting lug on the handle of the tool**, which does not get in the way when working but which nevertheless holds the tool securely if it falls.

A spiral cable is attached to this lug and is secured with a snap hook and, if necessary, with a fixing loop to a belt, harness or pocket. The spiral cable, which can reliably and smoothly support a tool weight of up to 1 kg if need be, follows the movements of the user, and then contracts again by itself.

Nothing gets in the way while working, and nothing falls down when dropped.

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Tool board,  
one-sided

Perforated board

Tool board,  
double-sided

PARAT CLASSIC  
tool case

Bottom tray with CP7 tool holder,  
freely partitionable





CP 7 tool board,  
one-sided



Document  
compartment

**FEEL IT.  
TRY IT.  
LIKE IT.**



CP 7 tool board,  
double-sided



Tool board,  
one-sided

# PARAT tool cases: amazingly adaptable

**Our CLASSIC tool case is one of the most versatile ever made.**

It can be individually configured for almost every trade and any requirement. For this purpose, PARAT offers various tool boards and our patented CP7 tool holder system. The single boards can be easily exchanged, the inner tray can be partitioned according to your personal needs. No matter whether you want to safely carry larger tools, fine tools or component & small parts with you – you'll get exactly the right case you need.

**See for yourself! At this year's International Hardware Fair Cologne:  
6<sup>th</sup> – 8<sup>th</sup> March 2016**



Hall 10.1  
Booth: J056/K057

# The WERA Toolfinder

# “Take it easy”

## Is it possible to reinvent bits?

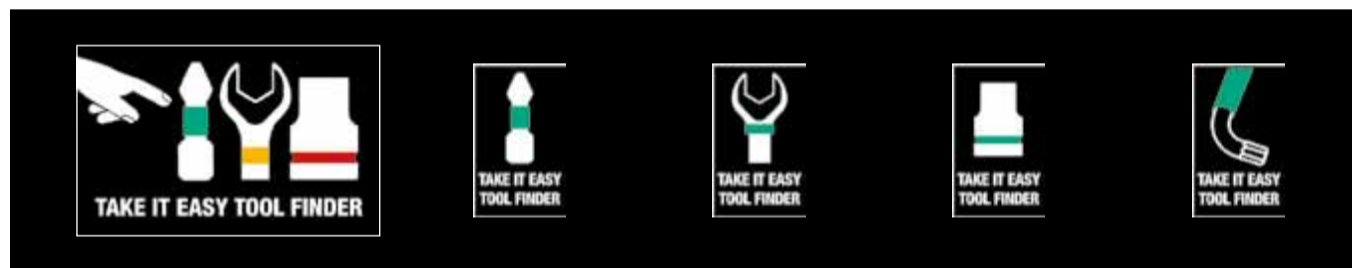
The people at WERA love to consistently **challenge** so called **standards**. The objective is to make the life of users **easier, safer and “full of joy”**.

Following past reviews of the ratchet and combination wrench markets, which helped lead to revolutionary new alternatives, **WERA then turned its attention to bits**. “Screw in – screw out” that is the purpose in life for bits.

What else is there to contemplate?

It’s simple: the new WERA **“Take it easy” Toolfinder system** makes it incredibly easy to find the right bits quickly. The colour of the sleeve is easily seen and immediately identifies the profile type, and the size is stamped on the sleeve – both working together to aid quick identification of the required bit.

With immediate effect, WERA is using this identification system marking for all its top lines.



But that’s not all. While the WERA Product Development team was on a roll, it asked its talented designers whether this “Take it Easy” Toolfinder system was transferable **to other ranges**. The clear answer is yes.

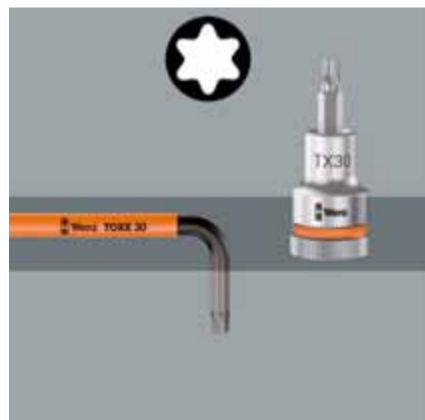
With immediate effect, the “Take it easy” Toolfinder is also available for **combination wrenches, sockets and bit sockets**. The **multicolour L-Keys** are already successfully out on the market and will also come under the **“Take it easy” umbrella**.



Consistent colors for hexagon head screws



Consistent colors for hexagon socket screws



Consistent colors for TORX® screws

In addition to the **size stamp**, **combination wrenches** will also have a **colour bar** to differentiate between the sizes. In addition to the **size stamp, sockets and bit sockets** will also have a **colour zone** to differentiate between the sizes.

## Easy? It’s super easy. But wait a moment! Bit sockets?



Yes, you read that correctly. WERA has also thought ahead with regard to sockets and has expanded its range to include sockets that will definitely make life easier and safer for users.

The benefits of the unique “Holding Function” screwdrivers and bits are widely known, and WERA set itself a challenge to transfer these features to sockets.

The new **Zyklop sockets and bit sockets with retaining function** hold screws securely on the tool. This is particularly helpful in hard-to-reach working areas, if it is not possible to use the other hand to hold the screw.

Available for hexagon head screws hexagon socket screws and TORX® screws.



# WERA Bit-Checks – All new in 2016!



WERA has had an assortment of bits in its range for many years and made a name for itself all over the world. Is WERA content with its own standard? Of course not. WERA has questioned everything in 2016 and **turned it all upside down.**

- WERA wanted bit assortments that made identification of the bit profile and **size even easier.**
- WERA wanted bit assortments that are as **compact** as possible and that already look like WERA at first glance.
- WERA wanted bit assortments including bits that are even **easier to remove and insert.**
- WERA wanted bit assortments that **weighed as little as possible.**

Hence WERA did nothing more than to start out on a completely new line-up of its bit assortments. And what was the result? No more and no less than a new Bit-Check family with the following benefits:

- A consistent product design that is ideally suited to the new overall presence of the WERA brand.
- The WERA **“Take it easy” Toolfinder** – see left page.

The new Bit-Check material consists of several components. There is a combination of hard material (for great durability of the Bit-Check) and soft material (for safe clamping of the bits and easy removal at the same time).

**New naming** that is coherently coordinated. “Old” Bit-Checks will keep their old numbers, but will be given new simple names. There is logical classification of the new Bit-Checks in the name sequence.

Bit-Checks **that weigh little, provide intuitive handling** and that are **arrangeable** when open so that they can be removed and returned even more quickly.

To also find the new Bit-Checks quickly at the store, WERA has retained the **familiar colour codings** orange (Impaktor), blue (stainless), green (bits with special features) and white. In addition, WERA has developed a new Bit-Check display that makes it easy for commercial partners and users to find the right Bit-Check straightaway.

All these ideas also had an influence on the products in the Kraftform Kompakt sector.

The new **Kraftform Kompakt 100** is presented here as an example.

52 screwdriving tools in a confined space including bits with the “Take it easy” Toolfinder. The X-ray vision reveals the clever arrangement of all these tools. In a sturdy textile box already familiar to WERA users from the Zyklus range.

So you see there’s no getting around the new WERA catalogue (see page 10)



*The new Bit-Check display*



## WERA: New screwdriver displays

WERA has undertaken a project to redesign their screwdriver displays, taking inspiration from their award-winning black box packaging.

The result is something to be proud of. The display is particularly **flexible**, as it serves as a "home" for a multitude of packages.

The header sign is easy and fast to assemble using the screwdriver sets provided in the display.



WERA not only provides this display with **permanent placements**, but also as an empty display for **individual placements**.

## He who does not move with the times ...



You'll find us at this year's International Hardware Fair Cologne from 6<sup>th</sup> - 8<sup>th</sup> March 2016 in hall 10.1, booth J056/K057

**In PARAT's view, the rigorous ongoing development of our products goes without saying. As after all, continuous improvement of PARAT tool cases is part of the immutable corporate principles of the PARAT brand.**

That's why our developers are in constant dialogue with the users of our tool cases. We analyze complaints and discuss ideas with dealers and customers. We do not rest on our laurels, not even as regards our bestsellers. We rather see positive feedback as an incentive to go further down this road and to make a good product even better.

PARAT will present again at this year's International Hardware Fair in Cologne exclusive new campaign cases and a new case design.

New materials, improved ergonomic shape, modernized look and a large number of improvements in detail make your PARAT tool case even more robust, durable and attractive.

We are convinced that we've been able to significantly improve quality and functionality and are excitedly awaiting your feedback in this respect.

## Compact Power Force

**The CoBolt XL is perfect for the powerful cutting of thick, very hard materials. The manual force is reinforced 40 times**



**over. Thanks to the long handles it is possible to cut with two hands.**

With a length of 250 mm the CoBolt XL cuts through nails, wires (max. Ø 6 mm) and piano wire (max. Ø 4.2 mm). Due to the unique joint design and the slip-resistant microstructure even hard materials can be cut powerfully.

There is a version with a recess in the blade for thicker wires. Below the joint there is a practical gripping surface.

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## If you can count you can win!

Solve the Sudoku puzzle by using the numbers 1 to 9. The numbers 1 to 9 may only be used once in each column, line and block. Add the numbers in each colour together. Note this sum in the corresponding coloured field of the solution line. Please submit your solution to us via the Qfaktor sweepstakes form on the website [www.Qfaktor.com](http://www.Qfaktor.com)  
**All entries must be received by 30.04.2016**

9		8			5	4		
		3		2			1	7
	7		1					5
		7						
	6				1			2
			5				7	
		5			9			6
			8					
2	3	1	4			7	8	

**Solution line:**



From all competitors we draw three winners who will receive a filled toolbox of tools to the approx. sales value of 1,300 Euros. All Qfaktor readers can enter. The 3 winners will be drawn out of all of the entries. All coworkers of the companies BESSEY, KNIPEX, PARAT, STABILA and WERA can not take part. The decision of the draw is final and cannot be brought before a court of justice. This competition is governed by German law.

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