



PFERD INC. - New Product Release

Product Name:

DUODISC

Launch Month:

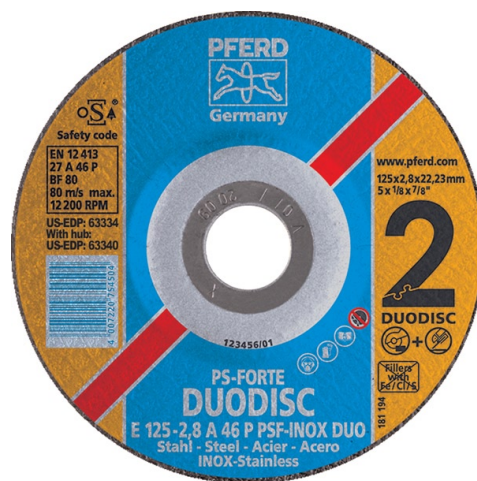
December, 2009



Product Overview

PFERD's 1/8" thick (2.8mm) DUODISC is a new combination wheel for cutting and deburring. While many manufacturers offer a similar product, DUODISC meets exacting quality and safety standards, differentiating them from competitive products. As a premium manufacturer of grinding and cut-off wheels, PFERD guarantees compliance with all national and international laws, standards and regulations.

PFERD field personnel frequently see the unsafe practice of conventional cut-off wheels used for grinding. DUODISC provides PFERD the opportunity to make users safer and to get them thinking about safety, which is PFERD's top priority.



Target End Users:

Fabricators, welders, shipbuilding, mechanical contractors - anyone using cut-off wheels.

Headline(s):

DUODISC: Combination Cutting & Grinding Wheel

Copy (100 Words):

It's common to debur an edge once the cut is made. PFERD's Type 27 Depressed Center DUODISC combination wheels are engineered for dual-purpose cutting and deburring with a single wheel on steel or stainless steel. PFERD guarantees compliance with all national and international laws, standards and regulations. Available in 4-1/2" and 5" diameters with 7/8" arbor hole. Also available with 5/8-11 quick change hub.

DUODISC offers a new level of performance, providing more cuts than competitive wheels. And it offers a smoother, aggressive cutting action. Combined with a long service life for fewer disc changes, DUODISC improves safety while increasing efficiency and profitability.

Copy (50 Words):

PFERD's Type 27 Depressed Center DUODISC wheels are engineered for dual-purpose cutting and deburring. DUODISC provides more cuts than competitive wheels with a smoother, aggressive cutting action.

Available in 4-1/2" and 5" diameters with 7/8" arbor hole. Available with 5/8-11 quick change hub. For use on steel or stainless steel.

Bullets (optional for 100 Word copy):

- Fast, aggressive cutting wheel with good service life.
- Can be safely used for deburring the cut edge.
- Versatile solutions with a single wheel - Cut and grind steel or stainless with the same wheel.
- Complies with all international safety standards, laws and regulations.

Bullets (optional for 50 Word copy):

- Fast, aggressive cutting wheel with good service life.
- Can be safely used for deburring the cut edge.
- Versatile solutions with a single wheel - Cut and grind steel or stainless with the same wheel.
- Complies with all international safety standards, laws and regulations.

Press Announcement

Images, videos and additional information available on the Press section of PFERD's website:

<http://www.pferdusa.com/info/press>



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Press Announcement

Copy (25 Words):

PFERD introduces DUODISC dual-purpose cutting and deburring wheels. DUODISC provides more cuts with a smoother, aggressive cutting action. For use on steel or stainless steel.

Bullets (optional for 25 Word copy):

- Cuts and deburs / grinds steel or stainless with the same wheel.
- Complies with all international safety standards, laws and regulations.

Boilerplate

PFERD INC. and PFERD CANADA INC. are North American subsidiaries of August Rüggeberg & Co. Founded in 1799, PFERD began by making files for blacksmiths ("PFERD" is German for "Horse") in Marienheide, Germany. For more than 200 years, the PFERD brand name has been synonymous with outstanding premium-quality tools. Today, our extensive range comprises more than 10,000 surface finishing and cutting tools. We are a "single stop" supplier in the true sense – for the benefit of our customers.

Manufacturing sites in major markets and a global distribution network comprising 18 company-owned local subsidiaries and over 100 international sales offices and agencies guarantee PFERD's local presence – wherever the customer may be located.

PFERD quality tools ensure exceptional results and unsurpassed cost-efficiency. The PFERD quality management system is EN ISO 9001 certified.

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