

PFERD INC. - New Product Release



Product Name:

POLIFAN® PSF-EXTRA

Launch Month:

December, 2009

Product Overview

PFERD POLIFAN® PSF EXTRA flap discs are a new, high density addition to the PSF General Purpose range of products. PSF EXTRA is constructed with 40% more material than standard PSF POLIFAN® discs, providing a long service life. The thicker construction attracts many users for a soft grinding effect, and long service life.

Target End Users:

Occasional users and DIY Market

Headline(s):

Introducing POLIFAN® PSF EXTRA Flap Discs by PFERD

POLIFAN® PSF EXTRA: Performance meets Comfort



Press Announcement

Copy (100 Words):

PFERD introduces a new addition to the PSF General Purpose range of flap discs. POLIFAN® PSF EXTRA features a special flap arrangement to provide flexibility and a cushioned grinding effect. Built with premium Zirconia abrasive material, PSF EXTRA is constructed with 40% more material than standard PSF POLIFAN® discs, providing a long service life.

POLIFAN® PSF EXTRA flap discs are available in 4-1/2" and 7" diameters with 7/8" arbor hole. All variations are available for order with a 5/8-11 quick-change hub attached. Choose from Flat and Conical backer styles, in Zirconia grit sizes 36, 40, 60, 80, and 120.

Copy (50 Words):

The new POLIFAN® PSF EXTRA range of flap discs features a special flap arrangement to provide flexibility and a cushioned grinding effect. Built with premium Zirconia abrasive material, PSF EXTRA is constructed with 40% more material than standard PSF flap discs, providing a long service life and an improved surface finish.

Copy (25 Words):

POLIFAN® PSF EXTRA flap discs feature 40% more material than standard POLIFAN® PSF for an extra long service life, and a soft, cushioned grinding effect.

Bullets (optional for 100 Word copy):

- New addition to PFERD's PS-Forte Value line
- 40% more coated material than standard POLIFAN® PSF discs
- Thick flap disc design for soft, flexible grinding action.
- Compares to fat flap discs on the market called "jumbo", "XL", "fat boy", etc.
- Combination of flap quantity and quality yields extended service life
- Wide, stock selection of sizes and grits
- 5/8-11 Quick Change Hub option available

Bullets (optional for 50 Word copy):

- Thick flap disc design for soft, flexible grinding action.
- 40% More Coated Material than POLIFAN® PSF
- High quality coated material provides extended service life
- Superior finish, especially on countoured workpieces

Bullets (optional for 25 Word copy):

- Soft, flexible grinding action.
- Extended service life
- Superior finish

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

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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