



PFERD INC. - New Product Release



Product Name:

POLIFAN® STRONG - Zirconia

Launch Month:

November, 2009

Product Overview

PFERD's new patented POLIFAN® STRONG is a very different from conventional flap discs. It has been developed to provide maximum removal of steel in terms of speed and volume. The innovation and performance reinforces PFERD's role as a leader in technology and performance.

POLIFAN® STRONG is single-minded: It removes steel faster than any other product. Users with high grinding costs can achieve substantial savings with POLIFAN® STRONG.



Target End Users:

Steel Construction; Foundries; Ship Building; Automotive; Tank Construction; Fabrication; Pipeline

Headline(s):

POLIFAN® STRONG: The Ultimate in Aggressive Removal

POLIFAN® STRONG: The New Leader in Aggressive Material Removal

Copy (100 Words):

POLIFAN® STRONG flap discs remove more material in less time than any other consumable abrasive for angle grinders. POLIFAN® STRONG features extended flap length for continued aggressive grinding up to the last grain. The patented design provides maximum metal-removal and longest tool life of any flap disc.

POLIFAN® STRONG provides savings in time and labor costs, especially in the most demanding grinding applications. Ideal for grinding weld seams, edge grinding, chamfering and deburring. Choose Zirconia 36 Grit for coarse grinding of steel, applications such as grinding weld seams. Zirconia 50 is engineered for edge work, like chamfering, and deburring.

Copy (50 Words):

POLIFAN® STRONG flap discs remove more material in less time than any other consumable abrasive for angle grinders. POLIFAN® STRONG features extended flap length for continued aggressive grinding up to the last grain. The patented design provides maximum metal-removal and longest tool life of any flap disc.

Bullets (optional for 100 Word copy):

- Fastest possible stock removal rates.
- Extremely long tool life.
- State-of-the-art high speed abrasive grain ensures maximum aggressiveness.
- Consistent, aggressive removal maintained through entire disc life.
- Reduces labor costs by reducing grinding times
- Reduces down time due to reductions in tool changes
- Takes maximum advantage of the performance of your high-power angle grinder

Bullets (optional for 50 Word copy):

- Fastest possible stock removal rates.
- Extremely long tool life.
- Reduces labor costs by reducing grinding times
- Reduces down time due to reductions in tool changes

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):

Patented POLIFAN® STRONG Zirconia flap discs for Steel reduce labor costs by providing unparalleled removal and longest tool life of any flap disc or grinding wheel.

Bullets (optional for 25 Word copy):

- Fastest possible stock removal rates.
- Extremely long tool life.

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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