

PFERD INC. - New Product Release



Product Name:

PSF CHOPSAW

Launch Month:

December, 2009

Product Overview

The PS-Forte Chopsaw cut-off wheel is a general purpose blade with warm-pressed construction. It is a new "value" addition to the range of high performance SG Chopsaw wheels that are staples in the PFERD range.

Target End Users:

Construction markets

Headline(s):

PFERD PSF Chopsaw: New, general purpose cut-off wheel for low powered electric chopsaws



Copy (100 Words):

New for electric chop saws, the general purpose PS-Forte Chopsaw cut-off wheel is fully reinforced for safety and durability. Engineered to provide a long service life and free cutting action. Ideal on jobsites for cutting sections and solid material, rebar, tubing, and other small cross sections.

Bullets (optional for 100 Word copy):

- Fast, smooth, effortless cutting.
- Fully reinforced for durability and extended service life.
- Ideal for cutting sections and solid material, rebar, tubing, etc.
- For use on electric chop saws (up to 4 HP).

Copy (50 Words):

New for electric chop saws, the general purpose PS-Forte Chopsaw cut-off wheel is fully reinforced for safety and durability. Engineered to provide a long service life and free cutting action. Ideal on jobsites for cutting sections and solid material, rebar, tubing, and other small cross sections.

Bullets (optional for 50 Word copy):

- Fast, smooth, effortless cutting.
- Fully reinforced for durability and extended service life.
- Ideal for cutting sections and solid material, rebar, tubing, etc.
- For use on electric chop saws (up to 4 HP).

Copy (25 Words):

New for electric chop saws, the general purpose 14" PS-Forte Chopsaw cut-off features a long service life and free cutting action. Ideal on contractor jobsites

Bullets (optional for 25 Word copy):

- Fully reinforced for durability and extended service life.
- Ideal for cutting sections and solid material, rebar, tubing, etc. on electric chop saws (up to 4 HP).

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

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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