



# PFERD INC. - New Product Release

## Product Name:

**SG-FLEX**

## Launch Month:

**November, 2009**



## Product Overview

PFERD has a very extensive array of bonded products. But until the release of SG-FLEX, has been without a flexible grinding wheel. The new SG-FLEX 1/8" thick depressed center (Type 27) wheels provides a new solution for fast weld removal & heavy deburring, along with a smooth grinding action and minimal vibration for user comfort. PFERD's use of Ceramic Oxide grain ensures a high performance level.



## Target End Users:

Steel & Stainless Construction; Foundries; Ship Building; Automotive; Tank Construction; Fabrication; Mechanical contractors

## Headline(s):

**PFERD SG-FLEX 1/8" Flexible Grinding Wheels for High Performance Grinding, Blending and Finishing**

### Copy (100 Words):

SG-FLEX is a new, range of flexible, depressed center (Type 27) grinding wheels in 4-12", 5" & 7" diameters with 1/8" wheel thickness. Manufactured with Ceramic Oxide grain. Available in 36, 46 & 60 Grits. Designed for grinding, finishing. Shaping, sanding and polishing. With a selection of grit sizes, and adjustable operator parameters such as angle of attack and grinding pressure, SG-FLEX flexible wheels are extremely versatile.

As the wheel flexes, there is more wheel surface on the material being ground, making for a faster grind and longer lasting wheel. SG-FLEX wheels absorb the vibration resulting in less fatigue and downtime.

### Copy (50 Words):

Introducing SG-FLEX depressed center (Type 27) 1/8" thick Ceramic Oxide grinding wheels. Available in 36, 46 & 60 Grits. Designed for grinding, finishing. shaping. sanding and polishing.

Wheel flex increases surface contact area for a faster grind and longer lasting wheel. SG-FLEX wheels absorb the vibration resulting in less fatigue and downtime.

### Bullets (optional for 100 Word copy):

- High performance, long life Ceramic oxide for Steel, Stainless, Aluminum.
- Smoother operation with minimal vibration for blending to a smooth finish.
- Flexible wheel - Provides a larger grinding surface for easy weld blending, especially on curved surfaces such as tanks.
- Reduced risk of undercutting the workpiece
- Available in 3 grit sizes to meet user's removal and surface finish demands

### Bullets (optional for 50 Word copy):

- High performance, long life Ceramic oxide for Steel, Stainless, Aluminum.
- Smoother operation with minimal vibration for blending to a smooth finish.
- Flexible wheel - Provides a larger grinding surface for easy weld blending, especially on curved surfaces such as tanks.
- Reduced risk of undercutting the workpiece

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

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

Press Announcement

# PFERD INC. - New Product Release



Press Announcement

## Copy (25 Words):

PFERD SG-FLEX Ceramic Oxide flexible grinding wheels are available in 3 Grits for grinding, finishing. And shaping. Offer fast removal, long life and reduced vibration.

## Bullets (optional for 25 Word copy):

- High performance, long life Ceramic oxide for Steel, Stainless, Aluminum.
- Flexible wheel provides a larger grinding surface for easy weld blending
- Smoother operation with minimal vibration for blending to a smooth finish.

## 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.

## Contact Information

## Advertising

## Marketing

Company Name:	Charles Grant Advertising	PFERD INC.
Contact Name:	Chick Grant	Jim Ballou
Telephone:	(508) 668-6096	(978) 571-0614
Fax:	(508) 668-6527	(978) 840-6421
e-mail:	grantadv84@aol.com	jballou@pferdusa.com

**PFERD INC.**  
**Gene Huegin - President**  
30 Jytek Drive · Leominster, MA 01453  
Phone: (978) 840-6420 · Toll-Free: (800) 342-9015  
Fax: (978) 840-6421  
e-mail: sales@pferdusa.com · www.pferdusa.com

**PFERD CANADA INC.**  
**Mark Crump - General Manager**  
5570 McAdam Road · Mississauga, ONT L4Z1P1  
Phone: (905) 501-1555 · Toll-Free: (866) 245-1555  
Fax: (905) 501-1554  
e-mail: sales@pferdcanada.ca · www.pferdcanada.ca

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

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