For over 85 years, Milwaukee Electric Tool has led the industry in both durability and performance by providing the best in professional, heavy-duty power tools and accessories.

Today, we continue to revolutionize the power-tool industry by focusing on our core professional users and providing new technologies, such as Milwaukee's REDLITHIUM™ battery technology, that lead to greater efficiency on the jobsite. In a crowded marketplace, success requires innovation.

This year, Milwaukee introduced the new M12 FUEL™ line, expanding the industry's largest sub-compact battery system to the next level of performance and durability. Six unique drilling

and fastening tools will feature Milwaukee's POWERSTATE™ brushless motor, REDLINK PLUS™ intelligence and REDLITHIUM™ battery technology, resulting in superior application performance.

"Our innovative M12™ lineup gives users new options, providing compact and lightweight power tool solutions for what was previously performed with hand tools," says Mark Senske, Goup Product Manager, Milwaukee Tool. "Bringing our popular FUEL™ design into the mix of available 12-volt tools gives users even more options that deliver unmatched power, runtime and durability on the jobsite."

Not stopping there, the M12 FUEL™ line will feature Milwaukee's other big news of the year—*the introduction of their next generation of Lithium-Ion with REDLITHIUM™ 2.0 and XC4.0 batteries.*

"Milwaukee Tool," Senske explains, "is dedicated to providing the best tool and battery technology to our users. With up to twice the run-time, 20% more power, two times more recharges than standard Lithium-Ion batteries and the ability to operate in climates below 0° F, this next generation of Lithium-Ion will allow our users to focus more on getting jobs done and less on charging their batteries."

In addition, with more buildings implementing complex process-control automation equipment to manage new systems, measuring tools that identify problems before they occur, and in a time-efficient manner, have never been more important and needed. At Milwaukee Tool, this provides a window of opportunity.

"Our focus is on pro-viding users with inno-vative, high-performance solutions that increase productivity on the job-site," says Ernie Racenet, the Marketing Director of Milwaukee Tool. "An example of this is a new Milliamp Clamp Meter launching soon that will allow facility engineers to measure 4-20 milliamp signals without breaking the loop, saving the user a tremendous amount of time and money. What used to take minutes can now be done in seconds."

Another example of an innovative, high-performance solution is Milwaukee's M12™ 160x120 Thermal Imager. Launch-ed earlier this year, it's the ultimate predictive maintenance tool. A display features high-resolution thermal images for simplified diagnostics, while a visual camera

captures photos right on the device. This provides users with the best information available, every time, no matter where they are, allowing them to schedule maintenance during downtimes.

Milwaukee Tool understands the importance of streamlining operations no matter what the company size, and having the right tool to do the job can make a big difference.

Milwaukee Electric Tool Corp.

13135 W. Lisbon Rd.

Brookfield, WI 53005

Ph: 800.729.3878 (1.800.SAWDUST)

**www.milwaukeetool.com **