

AIR TOOLS: NEW COMPOSITE RANGE



In the last four years we have extensively increased our range of Air Tools and therefore our sales raised and already reached \$1M USD last year. However, many SUs have requested a conceptualization of the family in order to better penetrate and adapt to market trends and demands.

Furthermore, this year we will reinforce the current magnesium range by adding some specific SKUs that were needed; however, the most important activity this year will be the launch of the new composite line that will be much powerful and modern than current one in features and benefits.

Like this, we will have a clear good better and best family concept that will give us different solutions when competing in the market

NEW COMPOSITE RANGE



ROBUST

Durable twin hammer mechanism
for the toughest applications

HIGH PERFORMANCE

Low consumption yet
powerful motor

Easy & Quick Oiling button:

Just press down and inject



Composite Housing

MAX TORQUE

Nm ½ BPC815:
1.112Nm!

CONTROL

Smooth throttle for
maximum control

SMART

One hand reverse system
with built in regulator



Arrow shaped speed
regulator

Over moulded
grip for comfort

Air exhaust in handle

Swivel connection

**DESIGNED BY
BAHCO**



½ IMPACT WRENCH RANGE COMPARISON



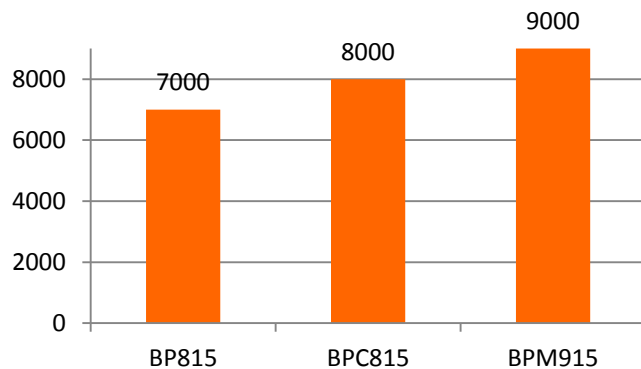
1/2 IMPACT WRENCH	BP815	BPC815	BPM915
RPM	7000	8000	9000
Max Torque Nm	825	1112	1098
Working Torque Min-Max Nm	620	786	813
Air Consumption l/min	130	113	178
Weight kg	1,95	1,91	2,2
Working Length	192	187	194
Strikes per minute	1150	1250	1270
Vibration	5	7,7	5,1
Sound Pressure	84	88	102,5
Vanes in Rotor	6	6	8
Variable Speed Trigger	N	N	Y
One Hand Forward / Reverse	N	Y	Y

- 25% more Torque than BP815 and even more than Magnesium Line
- More power and less weight than any other model
- Shorter working length, especially required by users!

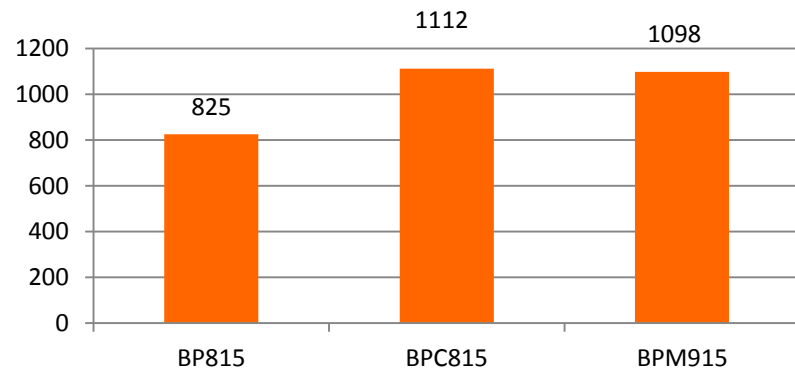
½ IMPACT WRENCH RANGE COMPARISON



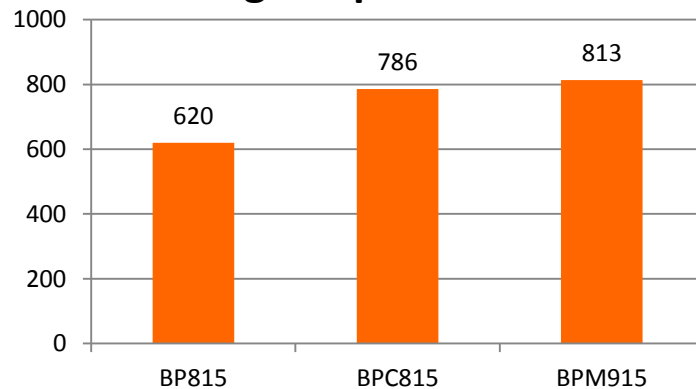
RPM



Max Torque Nm



Working Torque Min-Max Nm



- 25% more Torque than BP815 and even more than Magnesium Line
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3/4 IMPACT WRENCH RANGE COMPARISON



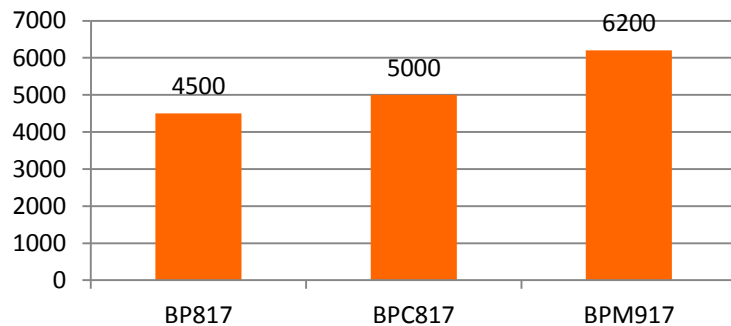
3/4 IMPACT WRENCH	BP817	BPC817	BPM917
RPM	4500	5000	6200
Max Torque Nm	1800	2034	1695
Working Torque Min-Max Nm	950	1627	950
Air Consumption l/min	190	198	181
Weight kg	3,95	3,44	3,6
Working Length	245	220	203
Strikes per minute	970	916	1050
Vibration	4,3	11,6	10,4
Sound Pressure	88	96	99,8
Vanes in Rotor	6	6	6
Variable Speed Trigger	N	N	Y
One Hand Forward / Reverse	N	Y	Y

- 12% more Torque than BP817 in a wrench where power balance with RPM is a must!
- More power and less weight than any other model
- Shorter working length, specifically required by users!

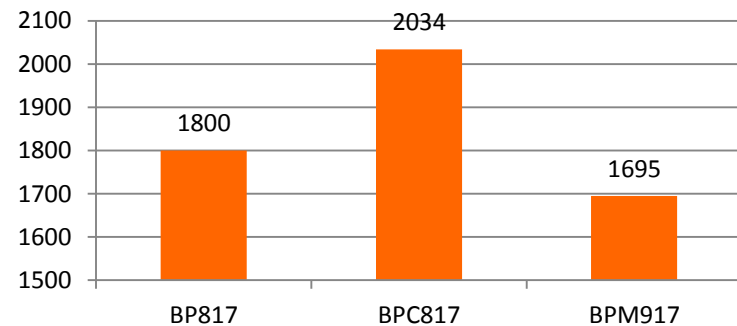
3/4 IMPACT WRENCH RANGE COMPARISON



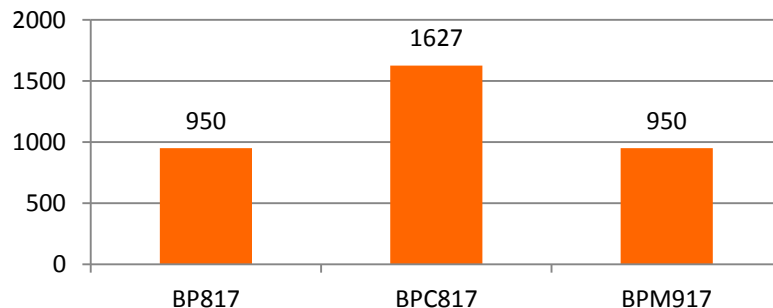
RPM



Max Torque Nm



Working Torque Min-Max Nm



- 12% more Torque than BP817 in a wrench where power balance with RPM is a must!
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- Shorter working length, especially required by users!

3/8 & MINI IMPACT WRENCH RANGE COMPARISON



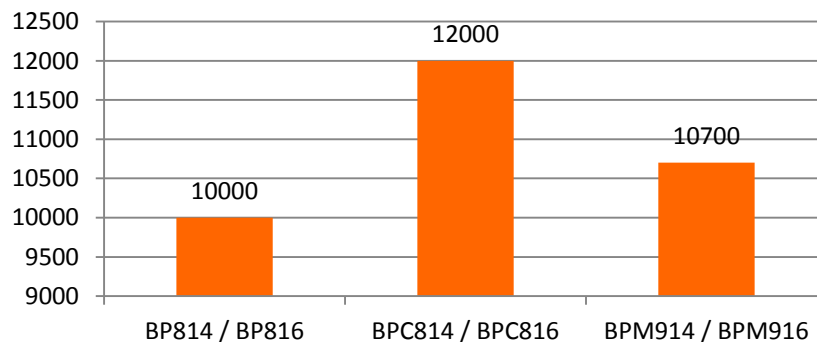
3/8 AND MINI IMPACT WRENCH	BP814 / BP816	BPC814 / BPC816	BPM914 / BPM916
RPM	10000	12000	10700
Max Torque Nm	410	624	440
Working Torque Min-Max Nm	360	338	300
Air Consumption l/min	85	113	68
Weight kg	1,2	1,24	1,3
Working Length	163	142	155
Strikes per minute	1400	1500	1400
Vibration	6,53	7,4	4,54
Sound Pressure	88	87	96,6
Vanes in Rotor	6	6	8
Variable Speed Trigger	N	N	Y
One Hand Forward / Reverse	N	Y	Y

- 35% more Torque than BP817 and even more than magnesium line
- Shorter working length, especially required by users!
- Good Sound Pressure for the Mini Wrench

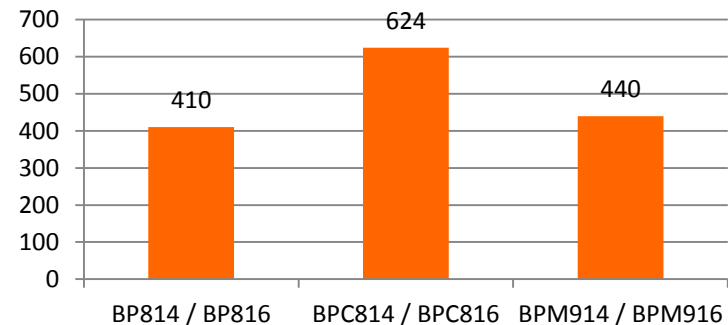
3/8 & MINI IMPACT WRENCH RANGE COMPARISON



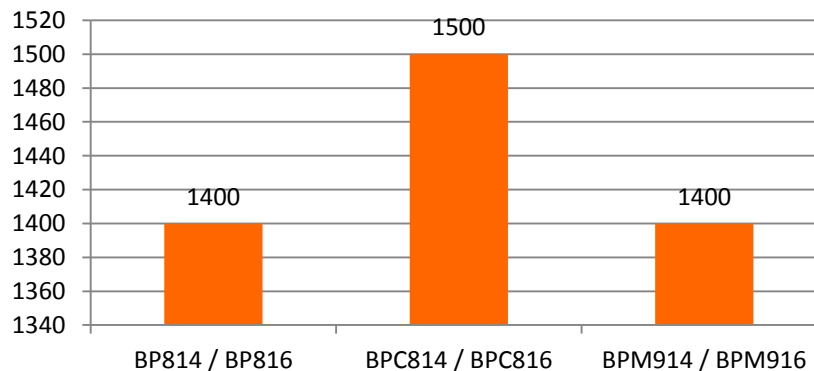
RPM



Max Torque Nm



Strikes per minute



- 35% more Torque than BP817 and even more than magnesium line
- Shorter working length, especially required by users!
- Good Sound Pressure for the Mini Wrench

BPC813



ROBUST
Durable twin hammer mechanism for the toughest applications

INNOVATIVE
Motor Construction increases durability

Composite Housing

MAX TORQUE
678 Nm!

Arrow shaped speed regulator

SMART
One hand reverse system with built in regulator

40% LOWER VIBRATION

Over moulded grip for comfort

Swivel connecti

Air exhaust in handle



MICRO YET POWERFULL!

Drive (")	Max. Torque (Nm)	Torque range (Nm)	Impact rate (/min)	Free speed (RPM)	Sound pressure level (dBA)	Vibration level (m/s ²)	Air consumption at free speed (l/min)	Weight (kg)
1/2	678	≤407	1518	10000	≤87	7.7	198	1,54

MICRO & ANGLE IMPACT WRENCH



1/2 MICRO IMPACT WRENCH	BPC813
RPM	10000
Max Torque Nm	678
Working Torque Min-Max Nm	407
Air Consumption l/min	113
Weight kg	1,54
Working Length	120
Strikes per minute	1518
Vibration	4,9
Sound Pressure	87
Vanes in Rotor	6
Variable Speed Trigger	N
One Hand Forward / Reverse	N



1/2 ANGLE IMPACT WRENCH	BPC814A
RPM	7000
Max Torque Nm	244
Working Torque Min-Max Nm	407
Air Consumption l/min	142
Weight kg	1,8
Working Length	80
Strikes per minute	1518
Vibration	43,5
Sound Pressure	97
Vanes in Rotor	6
Variable Speed Trigger	N
One Hand Forward / Reverse	N

- 35% shorter
- 20% lighter
- 20% more RPM

than the standard ½ Impact Wrench

IMPACT WRENCH RANGE

SETS ASSORTMENT



BPC815

SET I: 10, 11, 12, 13, 14, 15, 17, 19, 21, 22, 24 mm

SET II: ½, 5/8, ¾, 7/8, 15/16"

SET III: 13, 17, 19, 22, 24 mm

SET IV: 14, 16, 17, 19, 22 mm

SET V: DEEP 17, 19, 21, 22, 24 (WHEEL SOCKETS)

SET VI: DEEP 17, 19 mm



BPC813

SET VII: EXTRA SHORT SOCKETS 13, 14, 16, 17, 19, 21, 22, 24 mm



BPC817

SET VIII: 15/16, 1", 1.1/16, 1-1/8"

SET IX: 24, 27, 30, 32 mm



AIR TOOLS CONCEPTUALIZATION



New Logo / Icons



New Cool Picture



AIR TOOLS CONCEPTUALIZATION



New Application Pictures



Mini Book



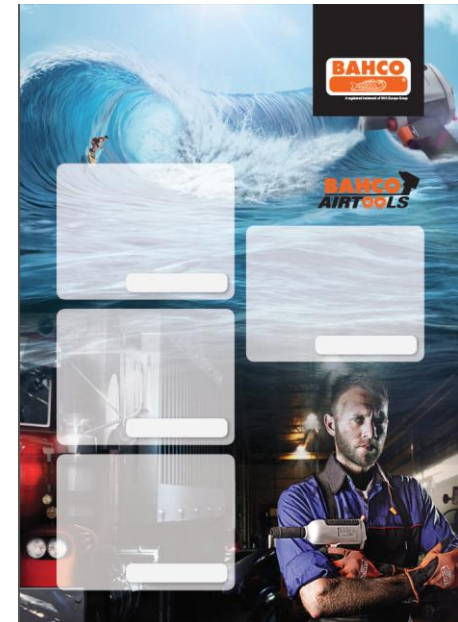
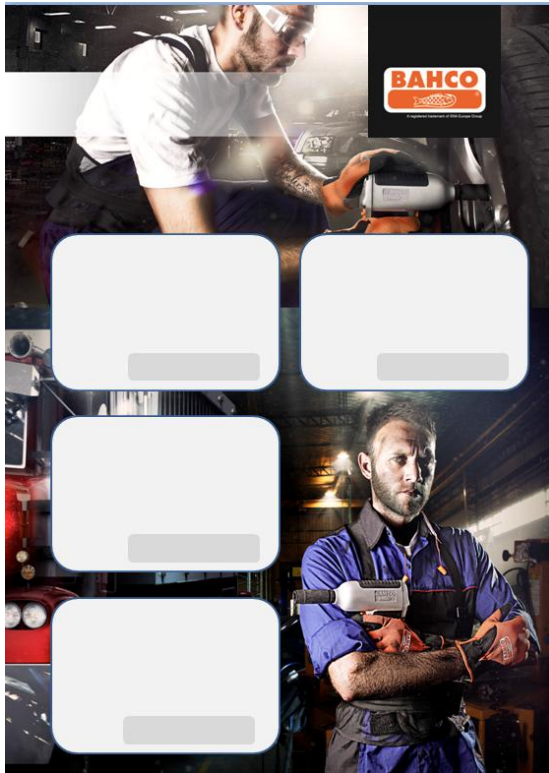
Power Point Ppt



AIR TOOLS CONCEPTUALIZATION



Campaign Flyers and Roll Ups



AIR TOOLS CONCEPTUALIZATION



EXTERNAL LAUNCH VIDEO



Questions & Answers to Marketing and Product Management

QUESTIONS & ANSWERS TO MARKETING AND PRODUCT MANAGEMENT



- Impact wrench oiling system. Try to make it more user friendly, quicker. Change the screw by a click or spring loaded system if possible.
 - Will be taken into account in the new composite range
 - Will not be fixed for the current composite line due to price increase
- Add the 3/4" magnesium impact wrench with 6" anvil.
 - New reference has been update in IMS: BPM917XL. It will come at the same time as the BPM917.
 - Ion to work on the small brochure prepared for the showcase will have to be updated with this additional reference
- We need the BP111E with 5" disc. Ingar lost an order for 70 pcs very recently.
 - Niko to work together with maker
 - Ion to check with Ingar if 3 and 4" could be enough. Nobody works with 5".
- Harri strongly believes in a campaign with a small compressor, some gloves, safety glasses and a small impact wrench (BP814). I need to check compressors and send info to Harri for him to evaluate which one could fit.
 - Niko to send compressor specs. 800€
 - Ion to contact Harri for compressor specs + target PK
- Tyre inflator
 - Ion to check specs of tyre inflator

AIR TOOLS CONCEPTUALIZATION



LAUNCH LEAFLET

AIR TOOLS CATALOGUE



AIR TOOLS CONCEPTUALIZATION



PRESS RELEASES



Press release in English
available for local
adaption

PRODUCT SHEETS

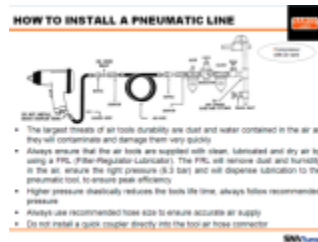
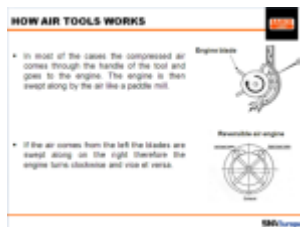


Technical aspects and main
features of all new products
in the Bahco Air Tools
assortment.

AIR TOOLS CONCEPTUALIZATION



TRAINING DOCUMENT



A introduction document to air tools

Content: How to set up air tools,
characteristics of air tools

AFTER SALES SERVICES



<https://www.youtube.com/watch?v=j-y2x3hLN6o>

AIR TOOLS **CONCEPTUALIZATION**



POINT OF SALE MATERIAL

90 cm Walls	
Code	Description
MEEWC003	2 Legs + Connectors
MEEWC005	Extensions
MEEWC006	Shelf Black
MEEWC007	Wall Round
Code Pending	Bahco Top Sign 90 cm
MEE-WC-016	90 cm shelf

100 cm Walls	
Code	Description
MEE-1S2L-B-I	Metal Wall + Legs
Code Pending	Bahco Top Sign 100 cm
MEE-ACCSS-018	100 cm shelf

New Racks for Air Tools including joint anti theft system

MEE-RACK-004 90 cm
MEE-RACK-005 100 cm



MEEWCHK017



AIR TOOLS CONCEPTUALIZATION



POINT OF SALE MATERIAL

Magnets Cards

95 cards to be printed locally. These cards include technical information.



95x65 mm magnets that can be added to the wall together with the printed cards

Code: PEE-MAGNET-1

AIR TOOLS **CONCEPTUALIZATION**



POINT OF SALE MATERIAL

Air Tools Implementation - Best Practice:



AIR TOOLS: NEW COMPOSITE RANGE

