SKILSAW POWER TOOLS BUILDS ON HERITAGE WITH NEW BRAND IDENTITY AND EXPANDED PRODUCT LINE

MT. PROSPECT, ILL. – The SKILSAW® brand began with the invention of the circular saw in 1924, and for decades their worm drive SKILSAWs have been regarded as the jobsite standard by tradesmen everywhere. Capturing this rich heritage in cutting, SKILSAW Power Tools is launching a new brand identity and expanding its line of professional grade tools that will have the same unstoppable legendary performance tradesmen have come to expect from a SKILSAW. SKILSAW Power Tools will feature a new logo and introduce two new direct drive circular saws under the name SIDEWINDER™ with additional product launches planned.

“We spent a considerable amount of time in the field talking with professionals to learn more about what drives them and how to improve our brand and products to better meet their needs,” said Roger Amrol, president, SKILSAW Power Tools. “The over-arching message was that tradesmen are passionate about the work they do, and they rely on their SKILSAWs to help them meet challenges on the job. Ultimately, there’s a need among trades for a line of saws that are as hard-working and reliable as our legendary worm drives.”

The new SKILSAW Power Tools logo centers around the “diamond knockout” from a worm drive saw blade. “Our logo is instantly recognizable to those that use our saws on the jobsite, further recognizing the community in which these tools are used every day,” said Amrol.

Along with the new identity, SKILSAW is bringing to market two new pro SIDEWINDER circular saws – the SPT67WM-22 with magnesium guards, foot and motor housing and SPT67WL-22 resin housing saw – each designed with SKILSAW Power Tools’ legendary performance and character that reflects the hard-working nature of pro tradesmen.

“This new generation of SKILSAWs will inspire and empower our pro users throughout their career,” said Nancy Struijk, product manager, circular saws. “From the rugged magnesium motor housing inspired by our worm drive to our unique Dual-Field™ motor made specifically for saws these new circular saws will help users optimize their productivity on the jobsite.”

The SKILSAW® SIDEWINDER™ SPT67WM-22 (SRP $129 USD) is the only all magnesium circular saw available, which allows the saw to maintain strength, dissipate motor heat and increase jobsite durability, ultimately extending the tool life. The SIDEWINDER’s 15 Amp Dual-Field™ Motor uses a unique copper winding pattern with increased surface area that allows the motor to stay cooler providing best-in-class torque and power. With its worm drive inspired technology – from the motor to
the ergonomic handle design and the motor housing – allowing the SIDEWINDER circular saw to stay true to the 90 year heritage of the brand. This SKILSAW SIDEWINDER includes a Freud® Diablo® 24T carbide blade.

In addition to the all magnesium saw, the brand is also releasing a saw that features resin motor housing to make it the lightest weight pro circular saw, the SKILSAW SIDEWINDER SPT67WL-01 (SRP $119 USD). Weighing in at 8.6 pounds, the lighter weight of the saw means less user fatigue at the end of a long day on the jobsite. It features the same 15 Amp Dual-Field Motor and worm drive inspired technology and a new SKILSAW blade.

To accompany these new products and all future SKILSAW products, SKILSAW is now providing an unmatched Stay True™ Guarantee. The guarantee pledges that users will get the same legendary performance in these new saws they have come to expect. If not, the professional has 180 days to test out the SIDEWINDER and receive a full refund on the saw if not satisfied.

SKILSAW SIDEWINDERS will be available at retail and industrial distributors beginning in mid-October, 2014.

For more information, visit www.skilsaw.com

About SKILSAW Power Tools
SKILSAW Power Tools, a wholly owned subsidiary of the Robert Bosch Tool Corporation in Mount Prospect, Ill., is a leader in cutting technology serving the professional construction market under the SKILSAW brand and consumer do-it-yourself market under the SKIL brand. SKILSAW Power Tools was founded in 1924 with the invention of its flagship tool, the SKILSAW, the world's first portable circular saw. The invention of this saw also pioneered the use of worm drive gearing, Dual-Field™ motor and die-cast aluminum motor housing. Its successor, the SKILSAW Model 77 became the benchmark of portable circular saws changing the construction and home improvement industry forever.

About Robert Bosch Tool Corporation
Robert Bosch Tool Corporation in North America was formed in January 2003 when Robert Bosch GmbH combined its North American power tool, accessory and lawn and garden divisions into one organization. As a manufacturing pioneer with more than a century's worth of experience, the Bosch name has become synonymous with engineering excellence. With 18,000 employees worldwide and 3,500 in North America, the Robert Bosch Tool Corporation is a world leader in the design, manufacture and sale of power tools, rotary and oscillating tools, accessories, laser and optical leveling and range finding tools, and garden and watering equipment.

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