

Work with the best.



# NEWSLETTER 22

August 2010

**PB SWISS TOOLS**

Dear Readers,

Quality, innovation and design are the strategic success factors of PB Swiss Tools.

Our competitive strength is largely due to our highly motivated employees in Switzerland's Emmen Valley, who constantly succeed in producing the very best tools in the world. Under these ideal conditions we can confidently take on new challenges.

We recently achieved recertification to ISO 9001, 14001, OHSAS 18001 and FSC, as well as initial certification according to ISO 13485, which enables PB Swiss Tools to manufacture and distribute surgical instruments.

Yours truly,

**Eva Jaisli**  
CEO, Chief Executive Officer  
e.jaisli@pbswisstools.com

## WINNER OF INTERNATIONAL AWARDS – PRACTICAL AND ATTRACTIVE

Some products disappear from the market as quickly as they appeared, while others become firmly established and even win awards for their outstanding design. One such product is the KeyDisc made by PB Swiss Tools.

Our brand and design reflect the sophistication of our top-notch products: This was the opinion of the international jury who selected the award-winners from among the best innovations in the world. The PB Swiss Tools KeyDisc won the iF product design award and the red dot award – read all about it at [www.pbswisstools.com](http://www.pbswisstools.com).

As manufacturers of «the best tool» we will be using pictures to illustrate our success story. As from August 1, 2010 – the Swiss National Holiday – you can visit our newly designed website [www.pbswisstools.com](http://www.pbswisstools.com).



reddot  
design award  
winner 2010



product  
design  
award  
2010

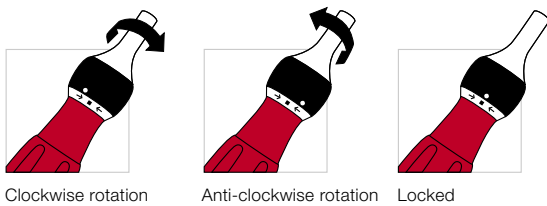
## INNOVATIONS NEW PRODUCTS IN 2010



### RATCHETS

We have expanded our popular modular ratchet range in the usual high PB Swiss Tools quality. All ratchets can be easily switched with one hand, which means that work can be carried out even under difficult conditions. Depending on the model, the ratchets can be used either with the PB 225 interchangeable blades, the C6 PrecisionBits or 1/4" socket wrench bits.

#### Operating principle:



Simple to use, thanks to reversible ratchet function. The triple-function mechanism with small turning angle (15° or 24 teeth) simplifies screwing and unscrewing. The mechanism can be easily operated and reversed with one hand.

### Other high-quality Swiss tools from our range of innovations:

1 Titanium PB 212 L Ti 2 Titanium PB 8190 Ti  
3 Socket Head Torx® PB 411 B 4 Scraper PB 674  
5 Cross-handle screwdriver with tube PB 207 LT  
6 Classic with colour coding PB 100 PL / PB 190 PL, also available as a set 7 Screwdriver sets PB 8215 Box 8 ToolBox PB C6-992



### INSIDER 1, 2 & 3

The PB Swiss Tools Insiders with integrated bit magazine are particularly suited to assembly work and leisure activities. You will have the right bit in the magnetic holder in seconds, ensuring safe and simple operation.

#### Insider 1

There's always room for the pocket tool Insider 1 with its short bit holder – the ideal tool when you are travelling. Insider 1 with its long blade is the most popular universal tool for the workshop or studio as well as in the home.



#### Insider 2 & 3

The tried and tested multicraft handle guarantees high hand torques. Insider 2 with its universal bit holder for 1/4" bits is the ideal compact power tool for your hobby room or when travelling. Tight and rapid screwing is child's play when you use Insider 3 with its ratchet module.



## PRODUCT DEVELOPMENT MUST MEET THE DEMAND FOR INNOVATION AND UNIVERSAL DESIGN

Due to worldwide demographic changes, top quality products are nowadays expected to be primarily simple and functional.

Eva Jaisli, CEO of PB Swiss Tools, has this to say: «In our company, functionality always comes before design. Naturally, an attractive design combined with materials that are pleasant to touch provides a decisive added value. Every intelligently designed product of PB Swiss Tools performs its function completely naturally, as well as being easy to handle and operate, plus standing out for its perfect design and haptics.»

In cooperation with external specialists in the branch, PB Swiss Tools turns clever concepts into attractive solutions for customers and users. Here are just two examples taken from our extensive range of product developments:

One of our cooperation partners for innovative design is Paolo Fancelli, an industrial designer from Ticino who now lives in Zurich (Switzerland). He knows exactly how to combine functionality with top design and has already created several products for PB Swiss Tools.



Individual product design solutions by the industrial designer Paolo Fancelli

Like many of his creations, his latest innovation, the KeyDisc for PB Swiss Tools, has already received more than one award. Paolo Fancelli sees the reason he has received so many awards for his innovative work as follows: «I find it fascinating to create individual solutions from rational and emotional elements. Through an ideal combination of functional and ergonomic aspects I can generate strong product identity. My clear-cut shapes communicate the quality of the products. My products appeal to the user, so that they become an interactive, integral part of his or her daily routine.»



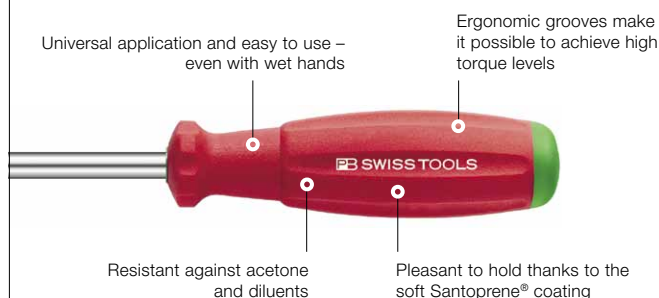
Double award: our KeyDisc tool holder has received an award in two top international design competitions

### Fraunhofer

Recently the Fraunhofer Institute, Europe's largest organization for research in the field of applied science, examined the PB Swiss Tools «SwissGrip» range for unique selling points in the areas of ergonomics, functionality, shape and esthetics.

The test persons, who had to try out screwing and unscrewing at all levels of difficulty, included professionals from industry and commerce, DIY enthusiasts, men and women, and users of all ages. The results of these tests confirmed that our screwing tools are safe and simple to use, as well as underlining their excellent functioning and design-oriented qualities.

#### The advantages of SwissGrip



## BEST PRACTICE THE HINNI HYDRANT KEY

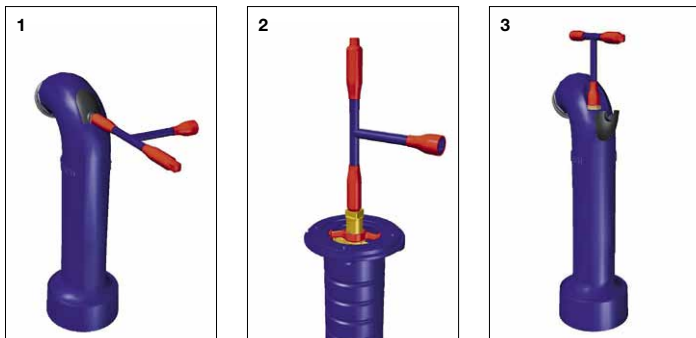


In an emergency every second counts! You must be able to open a hydrant immediately and with very little effort. With the support of the Hinni company we have taken on this challenge and developed a hydrant key that meets stringent specifications and releases the water in just a few seconds. We considered, tested and further developed various possibilities.

With just one turn of the hand

- the protecting cap of the hydrant is opened (Fig. 1)
- the hydrant can be activated with the square nut (Fig. 2)

The square nut is covered with proven Swissgrip material in order to protect the enamel coating of the hydrant (Fig. 3). You can act swiftly, safely and reliably, even with wet hands: the strong polyamide handles have a rough, slip-proof surface.



**Technical data**

**Height:** 217 mm  
**Width:** 390 mm  
**Torque:** up to 400 Nm  
**Weight:** 790 g

For further information and special offers for jubilee year 2010 see:  
[www.hinni.ch](http://www.hinni.ch)