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Hardware Show Booth #30049

Compact, Ergonomic Drills a Perfect Fit for Home Improvement

Campbell Hausfeld, widely-known as a leader in the pneumatic tool and air compressor industries, is charging into new battery-powered territory by launching REvolution, a new family of ultra-lightweight and ultra-powerful cordless drill drivers.

Based on Campbell Hausfeld's extensive customer research that included phone, written and Internet surveys and consumer panels, Campbell learned consumers were unhappy with current power tools. Specific concerns were large size, heavy weight, marginal performance and high cost of replacement batteries. Those most dissatisfied were women, who are major purchasers of home improvement products.

"Out of 12 categories tested, our consumers ranked power tools as the No. 1 category they'd like to see branded as Campbell Hausfeld," said John Brown, Director of the Campbell Hausfeld Home and Car Care Solutions Group. "As the No. 1 manufacturer of pneumatic tools, we have spent the past two years applying our engineering expertise to create solutions that resolve consumer dissatisfaction with existing power tools on the market."

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In response to the feedback, Campbell Hausfeld created the REvolution brand. Tagged as “the next generation of power tools”, the line is equipped with breakthrough features for unmatched customer value, reliability and performance, including:

- Large motors that produce 50 percent more power than competing drills
- Patented Dashboard™ technology that incorporates magnetic trays to secure fasteners, barrel levels for horizontal drilling accuracy and LED charge indicators (model-specific)
- Quick release or keyless chucks for fast bit changes
- 20 percent lighter battery cells and Smart™ off-board charging systems that extend run time
- Two-finger ergonomic triggers and soft-grip handles to minimize fatigue and maximize comfort
- Target levels for vertical drilling accuracy

Model-specific features include:

19.2-Volt: Providing 320 maximum in./lbs. of torque and operating at 0-350 and 0-1100 rpms, the two-speed REvolution 19.2-volt drill driver is ideal for heavy-duty building and construction projects. The drill driver is packaged with Campbell Hausfeld’s unique Project Organizer system, which features a durable, injection-molded case that incorporates a removable 250-piece bit and fastener kit. Its clear, stackable design is a “snap and go” solution that allows for easy transportation and identification of accessory inventory. Suggested retail is under \$100.

14.4- and 12-Volt: Providing 190 maximum in./lbs. of torque and operating at 0-600 rpms, the REvolution 14.4- and 12-volt drill drivers tackle moderate household projects such as light construction, assembly and installation. Exclusive to Campbell Hausfeld, the drills feature clear plastic “on board” storage cases for accessories that actually snap onto and house the tools. The drills also come with a 25-piece bit kit. Suggest retail for the 12-volt is \$39.99 and suggested retail for the 14.4-volt is \$49.99.

9.6-Volt: Providing 100 maximum in./lbs. of torque and operating at 0-700 rpms, the REvolution 9.6-volt drill driver is compact enough to fit in a kitchen drawer and easily speeds simple home maintenance projects such as picture hanging, furniture and toy assembly, hardware attachment and more. It also features the Campbell Hausfeld-exclusive “on board” storage case for accessories that snaps onto and houses the tool as well as an 18-piece bit kit. Suggested retail is \$29.99.

6-Volt Mini: The REvolution 6-volt mini drill driver completes light household maintenance tasks in hard to access spaces. Powered by alkaline batteries. Suggested retail is \$19.99.

REvolution drill drivers are currently available at www.amazon.com. For additional purchasing information, consumers may contact 1-888-CHPOWER (1-888-247-6937) or visit www.chpower.com. Founded in 1836 and headquartered in Harrison, Ohio, Campbell Hausfeld is a leading manufacturer and marketer of power tools, air compressors, paint sprayers, welders and pressure washers.

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