



Apex Tool Group is one of the largest producers of industrial hand and power tools, tool storage, drill chucks, chain, and electronic soldering products in the world. The company serves a multitude of global markets, including automotive, aerospace, electronics, energy, hardware, industrial, and consumer retail. Apex markets its products under its own brand names in addition to being the principal manufacturer for several key private label products for certain retailers for many years. Additional information about Apex Tool Group and its many brands is available at www.apextoolgroup.com.



CODE·RED
SERIOUS RENOVATION

***Innovative New Demolition,
Renovation, and
Construction Tools***

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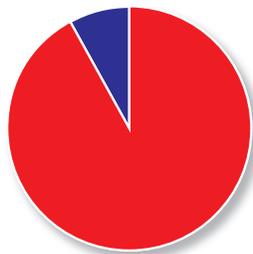
**A ready market. Unique new products.
An outstanding opportunity.**

The demand is there...

With home values dropping or stagnating, and forecasts of the same for years to come, many homeowners are opting to stay in their homes rather than sell at a loss. As a result, many are expected to invest in remodeling and refurbishing existing homes to increase their value or to simply enjoy upgraded features until the market improves.

According to the 2011 Home Improvement Research Institute, the top home improvement projects last year included replacement of cabinets, carpet, windows and doors, hardwood floors, fences, decks, and tile floors. These projects all have one thing in common: the existing materials must first be torn out and removed.

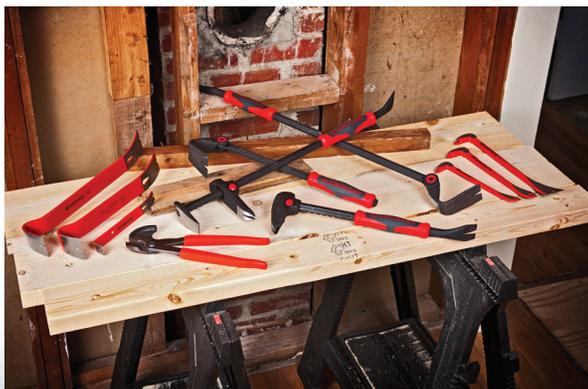
To explain and support the increase in renovation projects and the growing demand for demolition/renovation (demo/reno) tools, the institute has shown that existing home sales are on the rise, up 10% since 2006 compared to new home sales.



Existing vs. New Home Sales 2009

- Existing Home Sales (92%)
- New Home Sales (8%)

Existing UP 10%



DURABILITY

Forged steel head and handles create a durable tool with rubber grips for comfort and control.

FUNCTIONALITY

Allows users to easily extract nails regardless of the size or if the head of the nails is damaged or removed.



PARALLEL JAWS

Create maximum grip on fastener and prevents slippage

Nail Pulling Pliers



SPEED
Dual handles make it quick and easy to grip, roll, and remove nails and staples.

NP11
Nail Pulling Pliers



Designed to pull

- Finishing nails
- Floor staples
- Wire and coaxial staples
- Headed nails
- Brads
- Damaged fasteners
- Pin nails

Innovative new Crescent® products are ready to fill the need.

Industrial Users - Concrete, framing, bridge and roadwork, general demolition

We asked a crew of industrial pros what they could do with a Crescent® Adjustable Pry Bar and an Indexing Flat Pry Bar. They suggested tearing forms from concrete with the adjustable pry bar, removing long nails and spikes with the extendable puller, hammering boards and nails with the striking face, using the nail remover to dig and chisel nails out of boards, and loosening and removing nuts and fittings with the adjustable jaws.



After showing them the Adjustable Pry Bar, we asked them to rate the concept from 1 to 5, with 5 being the best. The result was a very strong 4.5!

Tradesmen - Roofing, siding, framing construction, flooring, walls, cabinets



Tradesmen said they would use the indexing flat pry bar to access nails, pry boards apart, tear up tile and subflooring with the help of a hammer hitting the striking surface on the back of the bar. They also said it would be perfect for removing wood and vinyl siding, and for removing shingles, nails, eaves, and gutters from roofs.

When shown the Indexing Flat Pry Bar, 80% of tradesmen said they would use this tool daily or at least once per month.

Do-It-Yourself Enthusiasts - Ceilings, paneling, framing, shelves, flooring, and molding/trim

DIYers said they would use the adjustable pry bar to take off molding and trim around doors and ceilings, to pull down ceiling tiles and metal suspension framing, to pull up old countertops, and to tear cabinets from walls. They said they could use the adjustable jaws to unscrew fittings from plumbing fixtures and straighten boards during stick construction. They would use the indexing flat pry bar to tear out tile floors and bath surrounds, remove deck boards, and pull out screws and nails.





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Indexing Flat Pry Bars



ANGLED HEAD

90-degree flat head offers better access and wider support for prying against surfaces

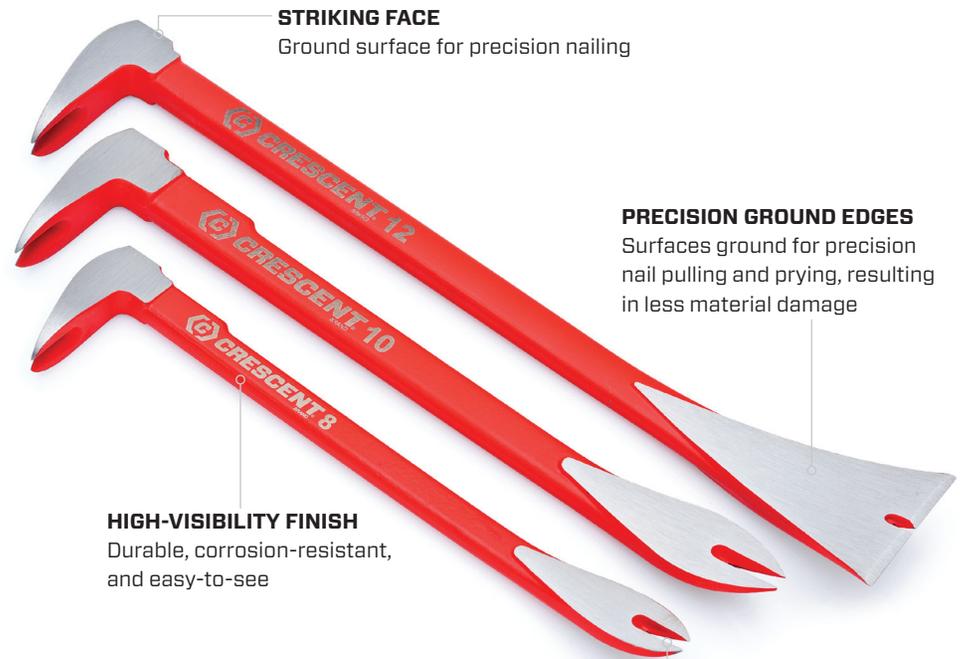
DB30X
30" Indexing Pry Bar



Indexing head provides unequalled access for

- Nail removal
- Prying materials apart
- Removing flooring and tile

Molding Bars



STRIKING FACE

Ground surface for precision nailing

PRECISION GROUND EDGES

Surfaces ground for precision nail pulling and prying, resulting in less material damage

HIGH-VISIBILITY FINISH

Durable, corrosion-resistant, and easy-to-see

NAIL SLOT

Provides access for improved functionality and nail pulling

MB8
8" Molding Bar

MB10
10" Molding Bar

MB12
12" Molding Bar Flat



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Flat Bars

RADIUS DESIGN

Increases durability, adds strength, and provides better prying leverage

PRECISION GROUND TIPS

Sharp edges facilitate wedging tool into the tightest gaps

HIGH-VISIBILITY FINISH

Durable, corrosion-resistant, and easy-to-see

OPPOSING NAIL SLOTS

Provides added access for improved functionality and easier nail pulling

FB7
7" Flat Bar

FB13
13" Flat Bar

FB15
15" Flat Bar

COMFORTABLE HANDLE

Durable two-tone rubber grip provides comfort, control, and added safety while applying force during tasks or when carrying around the jobsite

DB18X
18" Indexing Pry Bar

NARROW JAB END

Flat end of DB30X 30-inch pry bar is designed for extreme duty jabbing and prying



INDEXING HEAD

Head indexes over 180 degrees and locks into 16 positions for unparallel access and utility



STRIKING SURFACE

Raised, reinforced wedge on the back of the indexing head provides a solid surface to hit for loosening and penetration



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Adjustable Pry Bars



ADJUSTABLE JAWS

Pressing the locking button allows the full-width toothed jaws to slide and clamp onto boards, fittings, and other objects for pulling, prying, and straightening

Jaws open up to 5-1/2 inches in 1/2-inch increments



DB24
24" Adjustable Pry Bar

Adjustable pry bars are perfect for

- Board straightening and alignment
- Pulling long nails
- Prying materials apart
- Hammering nails and boards
- Gripping boards and fittings

COMFORTABLE HANDLE

Durable two-tone rubber grip provides comfort, control, and added safety while applying force during tasks or when carrying around the jobsite

CROW BAR END

Traditional split end crow bar shape for maximum prying strength and large nail removal



NAIL EXTRACTOR

Fully adjustable extra-deep claw with extendable foot combine to provide maximum access and leverage for pulling the longest nails



STRIKING HEAD

Hammer-style head for striking nails and "persuading" boards