

newsletter

1/04/2002



Even greater **customer benefits** all over the world thanks to valuable information

Dear Reader

We keep up a constant dialogue with our customers at home and abroad. Customer-orientated thinking and acting form an integral part of our strategy, and this is something we teach on a daily basis and promote by means of continuous training processes. In the future, all written communications from the tool suppliers in Switzerland's Emmental will go out even more quickly and in a more attractive form to PB business associates, dealers, end-users and other interested parties all over the world. PB News, our quarterly house journal, is being replaced by an electronic Newsletter.

You will be kept constantly up-to-date with the latest information on our products and services, and in this way we intend to promote your success

in both selling and using PB tools. PB consistently adopts a strategy ensuring the highest possible level of customer care and therefore supports successful communications between all those involved in the PB sales chain. **Please let us have your e-mail address in the next few days at info@pbtools.ch**, so that we can let you have Newsletter No. 2 in the language of your choice. With effect from 1 August 2002 you will also be able to find the PB Newsletter for downloading at the PB homepage: www.pbtools.ch.

Eva Jaisli, Max Baumann
Executive Management

The special strengths of the PB screwdriver – a **Swiss evolution**



For decades, we have been one of the best in the world when it comes to the development and manufacture of quality tools. Thanks to the use of the right people, technology and organisation, we are always able to increase the benefits to both professional users and home DIY enthusiasts. And all of our quality tools are manufactured from start to finish in Switzerland.

Thanks to the basic round shape, all PB handles are easy-to-use and ideally suited for rapid turning. Rounded-off surfaces at the end of the handle also enable firm pressure to be applied without hurting your hand. Thanks to the grooves, any moisture that may build up is able to run away and the tools do not roll off the bench when put down.

New **sales guideline** which we would be glad to supply on request



PB SwissGrip®
Sales guideline for current product range



Get the highest possible torque with the **multicraft**® screwdriver – even if your hands are very greasy.



Whether it is a case of long jobs or jobs involving lots of effort, the **SwissGrip**® guarantees a comfortable grip on the handle with no danger of slipping.

Properties

Raw material



- Torque – dry
- Torque – wet
- Torque – greasy
- Handle feel
- Ergonomics
- Autoclave resistant *
- Oil and petrol resistant


Rapid identification

Product range

Prices

Special sales campaigns

	multicraft ®	SwissGrip ®
Raw material	Cellulose Aceto-Butyrat	Core made of tough, impact resistant polypropylene. Outer layer made of Santoprene® which is kind to the skin. Recyclable as unary material
Torque – dry	•	••
Torque – wet	•	••
Torque – greasy	••	•
Handle feel	•	••
Ergonomics	••	••
Autoclave resistant *	–	••
Oil and petrol resistant	••	••
Rapid identification	We now supply the following items with the screw symbol and the size of the rounded handle end printed on 	Screw symbols are sealed into the end of the handle along with an extra colour code 
Product range	PB 6100 Size 0–6, 6192 Size 0–3	All SwissGrip® tools have a symbol • (•) Continuous expansion of product range
Prices	Optimum price to performance ratio	Optimum price to performance ratio
Special sales campaigns	Continuous improvement of properties as regards quality and the environment, but at the same price	Until the end of the year we have a special introductory offer on all SwissGrip® screwdriver sets. Please ask your local dealer!

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Sterilise in steam
at 120 °C