

Work with the best.

NEWSLETTER 32

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PB SWISS TOOLS

Dear readers

«Men cannot listen and women are bad at parking.»

These findings from a study are based on different «wirings» of the brain of women and men. But: When it comes to preferences in colors, both sexes respond in a similar way: They select the colors based on personal preferences, thereby adding a stronger expression to their individuality.

This spring, the focus is directed towards strong colors. We are also following this trend when it comes to expanding the product range with colorful tools. Discover different added benefits in the applications using color in this Newsletter. And aside from the fact that our collection presents you the opportunity of selecting a color:

Whether woman or man, the success and fun are guaranteed with one of our tools.

Kind regards,



Eva Jaisli

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GOOSEBUMPS

Extreme situations demand outstanding tools.

In only 2 minutes, learn how our quality hand tools are successfully put to the task. Immerse yourself in our image world – view our new image film now.



Working on the Edge

You can view the new film by scanning QR code with the smartphone or on our website under:

www.pbswissstools.com/about-us/imagefilm



RAINBOW SIGNALING CHARACTER



Which color spectrum evokes more emotions inside of us than a sparkling rainbow? Every time, it triggers a great deal of fascination. PB Swiss Tools applies this palette of colors to expand the benefit for users.

Colors allow differentiating various objects with the same appearance. Based on this fact, PB Swiss Tools offers tools that are color-coded by their size and their function.

Since memories in color are retained more easily in memory, color-coding helps our visual perception. If a tool is distinctively differentiated from others, it can be located faster in the toolbox, at the workplace or on the construction site, and recognized easily, allocated correctly and used safely.



Parallel pin punch
PB 755 BL RB



SwissGrip
PB 8240 RB



PB 8440 RB



PB 8242 RB



L-wrenches
PB 212 LH RB



PB 212 H RB



PB 2212 H RB



PB 410 RB



L-wrenches Inch
PB 212Z LH RB



RainBow – The advantages

- Quick access to the desired tools
- Correct assignment thanks to color-coding for size or type of tool
- Work safely
- Check for complete sets at a glance
- Perfect dimensional accuracy
- 100 % Made in Switzerland
- Unlimited guarantee



PERSONAL LINE

BROWN, SMITH, ADAMS, TAYLOR, WHITE, MILLER



The world-famous hand tools from PB Swiss Tools pass any endurance test: They can be precisely adjusted, are long-lasting and rugged. Thanks to their innovative design, they fit in the hand perfectly and guarantee tireless working. The perfect fitting accuracy of every single tool turns work safety and efficiency into a reality.



Brown

Smith

Adams

Taylor

White

Miller



Personal Screwdriver
PB 100



Personal Pocket Tools
PB 6460



Personal Handles
PB 1200



Personal Wrenches
PB 212L H PW



Personal Pocket Tools
PB 470



Personal Line – The advantages

- Personal tools are easily recognized
- Selection based on personal preference
- Motivating tool for co-workers
- Colored tool is easily visible and distinguishable from others
- Perfect dimensional accuracy



BEST PRACTICE SPRING COLORS

For dreams of living spaces and gardening to become true, woman and man often have to take it into their own hand. This requires the perfect tool.

e+h Services AG, Däniken, Switzerland, has taken up the trend for colorful tools. As a limited edition, it offers its customers an exceptionally appealing screwdriver set with SwissGrip handles.

The soft handle coating of skin-friendly Santoprene® transfers high hand torque effortlessly onto the screws. The surface structure offers a secure grip even in a wet condition. Slipping and blisters on the hands are a thing of the past.

Searching in the tool chest is over with the new limited edition: Every size is identified with one of the five stylish pastel colors.

The limited edition is available from the Swiss tool specialist only while the stock lasts.

For additional information about e+h Services AG, Däniken, Switzerland: www.eh-services.ch



Having fun with screwdrivers! e+h Services AG and PB Swiss Tools are developing the SwissGrip screwdriver set in spring colors.

Special editions

Starting at 1000 units per handle type, we will deliver the SwissGrip screwdrivers in the colors of your choice.

Starting at 500 units per handle type, we will deliver the Classic or multicraft screwdrivers in the colors of your choice.

