

**NO FOCUSED TARGET USER. UNSUITABLE TOOLS.
AWKWARD TO OPEN. BLADES DULL QUICKLY.**

"The tools stored inside the handle are so hard to get out."



INAPPROPRIATE TOOL CHOICE

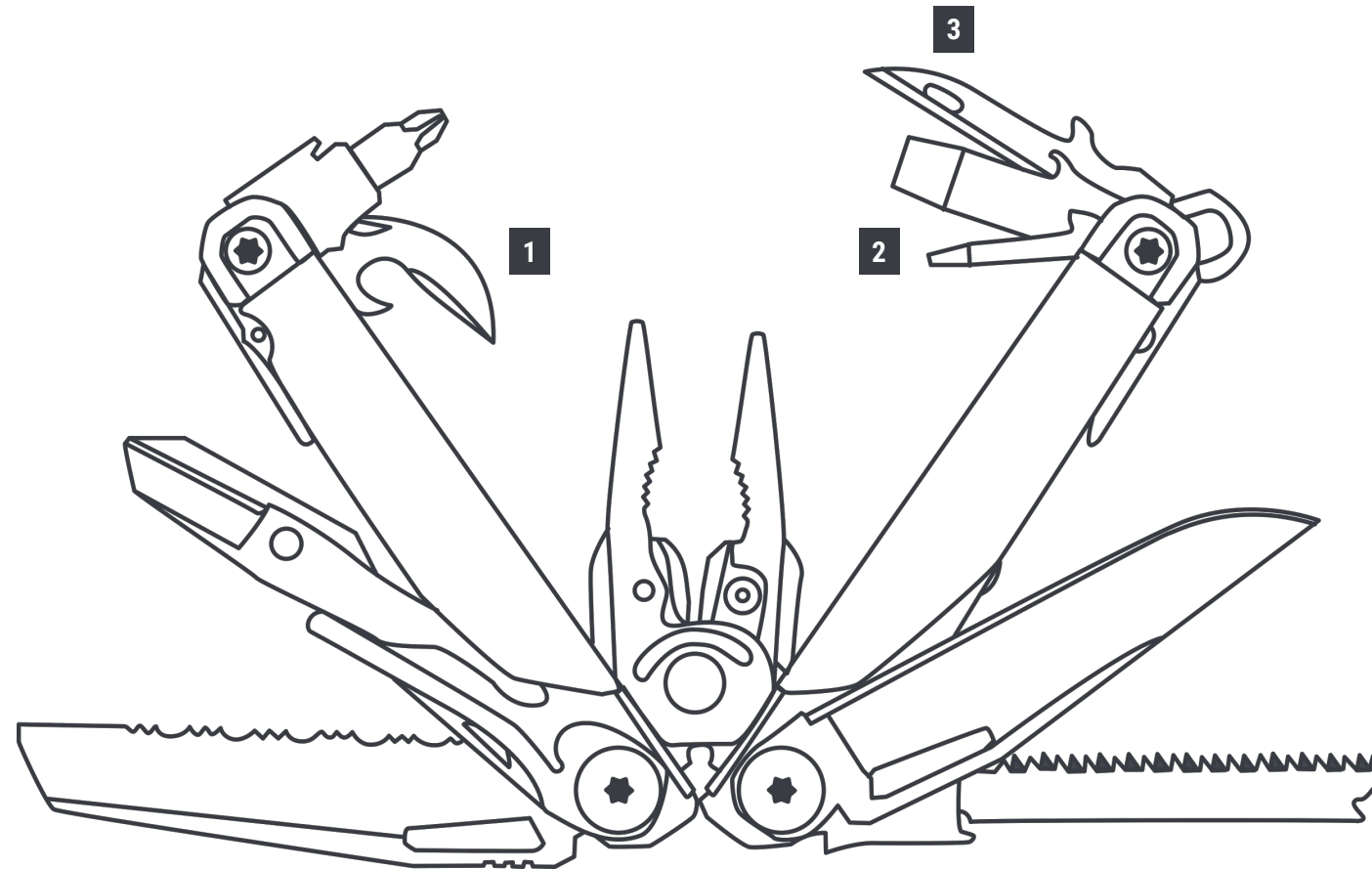
For the craftsman the product is aimed at, some tools are inappropriate:

- 1 The can opener is unnecessary.
- 2 Multiple fixed size screwdrivers are redundant given the multi-bit driver.
- 3 The awl is designed for the woods, not the workshop.



INADEQUATE MATERIALS

- The blade steel (420HC) is soft, needing sharpening frequently to maintain a keen edge. It is also brittle if misused.



TOOLS ARE DIFFICULT TO OPEN

- The springs holding tools in are too stiff.
- Nail nicks on some tools provide little traction for opening.



UNSUITABLE FOR WORKSHOP

- Reduced dexterity in the cold makes tools even harder to access.
- PPE gloves add another layer of difficulty.

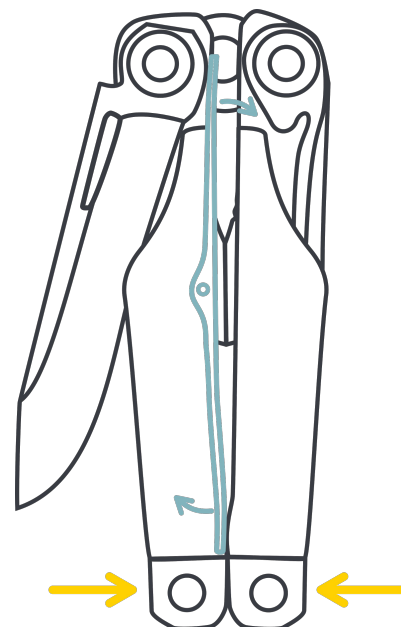
**MADE FOR CRAFTSPEOPLE. THE RIGHT TOOLS.
EASY TO OPEN IN ANY CONDITION. SHARPER EDGE.**

*“All the tools I want in my pocket,
and now I can open them even
when my arthritis is playing up.”*

C	▲
Mg	▼
Cr	▲
Si	▼
Ni	=
V	+

MATERIALS

The new blade steel (RWL34) can be made harder, allowing it to stay sharp for longer.



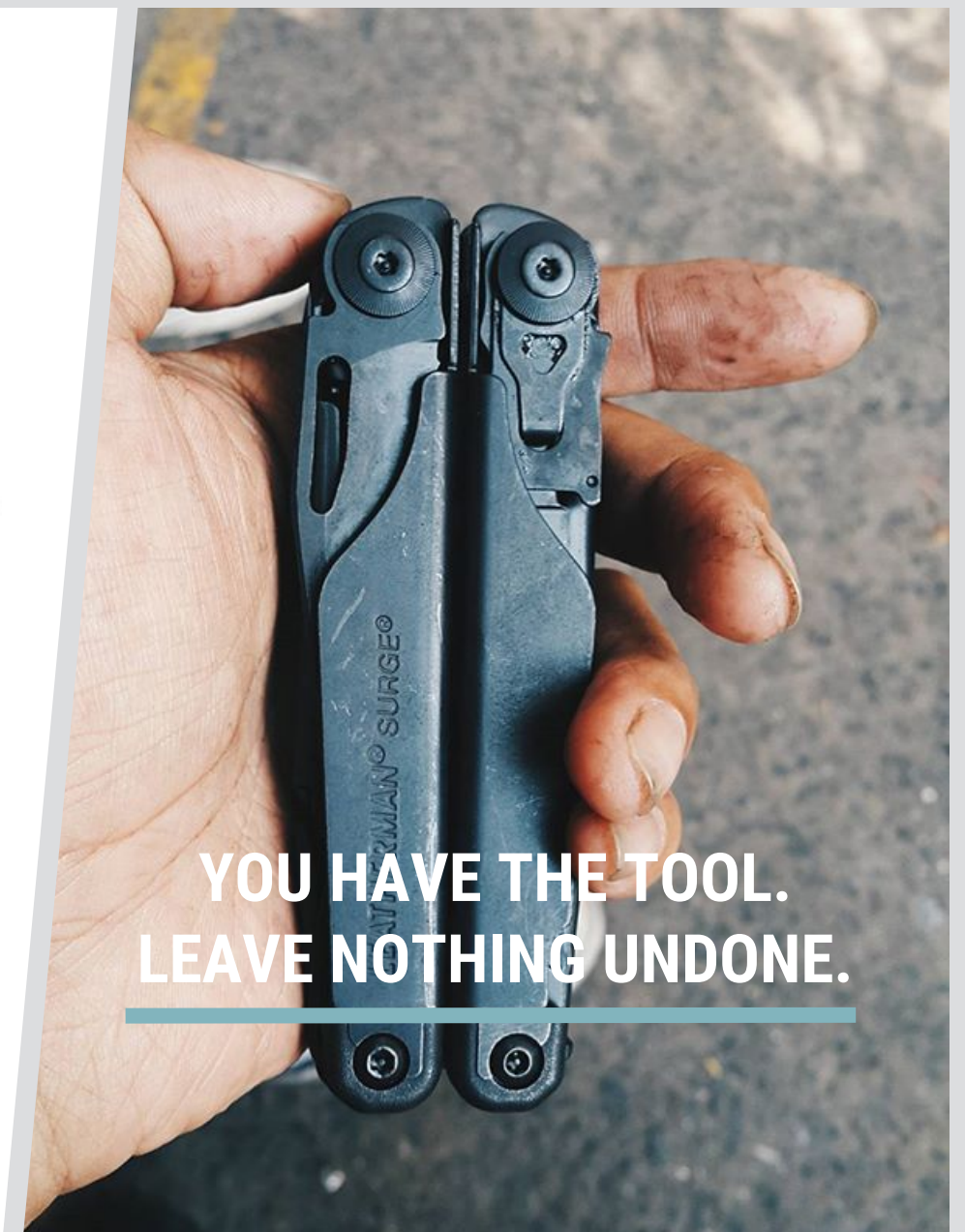
TOOL OPENING

Squeezing the ends reduces tension on the spring, making the blades easier to open with cold hands.



TOOL CHOICE

A paring chisel, marking knife and interchangeable tool holder, create the ideal pocket toolkit for craftspeople.



**YOU HAVE THE TOOL.
LEAVE NOTHING UNDONE.**