



The M1 Caliber Measurement Tool

Augmented Capability Power Tools Changing the Industry

Boston, MA - REEKON Tools is proud to announce its flagship product, the M1 Caliber Measurement Tool, is available for pre-order on Kickstarter. The M1 Caliber is a fundamentally different way to measure and cut a wide variety of stock goods ranging from lumber to composites to piping. While much of the tool innovation over the past decade has focused on ergonomics and marginal functional improvements, the M1 is a completely new, Augmented Tool, that adds digital capability to existing saws by measuring material before it is cut. This Tool is more accurate, faster to use, and safer than traditional methods. In its first 4 days on Kickstarter, the M1 has raised more than \$250,000 from more than 2000 backers.

The novelty of the M1's concept lies in its integrated form factor as well as usability features offered. A formidable clamp allows the M1 to securely be fastened to almost any flat surface. The locking measuring arm can be secured in place when not in use and deployed simply by pressing up on it. A large, no nonsense, backlit display is controlled by substantial buttons allowing for gloved operation. The blade width is automatically compensated for each measurement ensuring accurate and precise cuts better than +/- 0.5mm. The M1 can display all major metric and english units of length ensuring it can be tailored to each professional's needs.

The M1 strikes a perfect balance between functionality, robustness, and ease of use to minimize workflow disruption while maximizing productivity increases. The M1 Caliber has gone through extensive jobsite testing and spent more than 500 hours in the field with on several dozen job sites to ensure it is up to the standards of professionals who will come to use it.

"Instead of trying to marginally improve the ergonomics of a tape measure and make another gimmicky plastic contraption, we went back to the drawing boards to figure out a completely different way to dramatically improve speed and maintain the professional quality needed to work on the jobsite" says company founder Christian Reed on the inspiration for the M1 Caliber. "There are limited solutions to this on the market and the few that are available are expensive, bulky, and have existed for decades. We wanted an affordable way that offered superior results and the modularity to work with professionals' existing workflow."

The M1 represents a new era of power and hand tool functionality where modern technologies can augment traditional tools and processes enabling tradespeople, construction workers, and other professionals order of magnitude returns. REEKON Tools is leading the charge on this front and has several subsequent ecosystem expanding products currently in development as well.

The M1 Caliber will be manufactured under rigorous quality standards to ensure our product requirements are met and maintained throughout the production process with scheduled delivery for pre-order customers by the end of this year. While the tool will have an MSRP of \$149.99, we are offering for as low as \$89.99 during our campaign event.

To learn more or contribute to the M1 Caliber's campaign, please visit our [Kickstarter Page](#) here.

About REEKON Tools, Inc. - REEKON Tools Inc is a venture founded in January 2020 in Boston Massachusetts with a focus on bringing modern advances in technology to professional construction and home improvement trades across the globe while delivering practical improvements in speed, functionality, and safety.

christian@reekon.tools