

FOR IMMEDIATE RELEASE

BESSEY[®] Introduces the D15A Compact Aviation Snip

March 1, 2011 – The new D15 snip family by BESSEY[®] offers aviation snip applications with compounded leverage but, in a more unique and compact shape. The D15 snip comes in left (D15AL-BE), right (D15A-BE) and straight versions (D15S-BE) and, is 25% smaller than a standard-sized aviation snip. The smaller size does not blunt performance as the snip delivers 100% of the cutting capabilities compared to other aviation snips.

The drop forged cutting heads have a European engineered shape which uses distinctive angles for the left and right versions to create a flow-through cutting head design. This allows sheet metal, once cut, to move along the cutting head and beneath the hand. As a result, the D15 snip permits longer continuous cuts and, provides greater productivity with fewer injuries. The straight version bears a closer resemblance to North American styles and, for those that prefer this, they can still get it in the more compact straight version.

Competitive Difference:

1. Cuts smaller radii because of the more compact cutting head.
2. Permits cutting in confined spaces because of a shorter overall length.
3. Enhanced comfort with an ergonomic two-part handle construction.
4. Full-size cutting performance in a compact shape.
5. Retail pricing in the \$12-15 range for top value.

BESSEY[®] has been a market leader in clamps and cutting tools since 1936. If you know BESSEY[®], you know our reputation for quality and reliability; you know we're 130 years of German engineering backed by the strength of our product and our reputation. BESSEY[®]. Simply better.

For more information, e-mail info@besseytools.com or call 1-800-828-1004.