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## New Snap-on Shop and Tech Catalog: The Latest Innovative Essentials

**KENOSHA, Wis. – July 29, 2014** – Having the most up-to-date shop and tech equipment is not a luxury; it is a necessity to compete in today's marketplace. The new Snap-on Shop and Tech catalog provides Snap-on customers with the most innovative tools and equipment available, giving them the competitive edge needed to succeed while enhancing the bottom line.

"Our goal is to provide our customers with productive and time-saving tools and equipment that allow them to do their jobs more efficiently," said John Majerowski, director of merchandise products for Snap-on. "The items available in our new Shop and Tech catalog are difference-makers that help set Snap-on customers apart from the competition. With special pricing available on a vast majority of the tools and equipment in the catalog, it is the right time to look to improve business and performance."

The new [Snap-on Shop and Tech catalog](#) features innovative equipment like the 140A "Muscle MIG" Welder (MM140SL), providing users with higher duty cycles at maximum amperage for longer continuous weld times. Also included are the latest in diagnostic solutions such as the ETHOS® Plus (EESC319) handheld scan tool and the innovative BK8000 Wireless Advanced Digital Camera Videoscope.

Equipment for battery systems and emissions service is available at special pricing, including the D-TAC™ Elite Diagnostic Tester and Charger (EECS306C) and the portable EVAP Smart Smoke® Machine (EELD500) that can diagnose eight of the top 10 emission DTC codes.

Customers can request a copy of the new Snap-on Shop and Tech catalog by contacting their participating Snap-on franchisee or representative or by viewing it online at [www.snapon.com](http://www.snapon.com).

### About Snap-on Tools

Snap-on Tools is a subsidiary of Snap-on Incorporated, a leading global innovator, manufacturer and marketer of tools, equipment, diagnostics, repair information and systems solutions for professional users performing critical tasks. Products and services include hand and power tools, tool storage, diagnostics software, information and management systems, shop equipment and other solutions for vehicle dealerships and repair centers, as well as for customers in industries, including aviation and aerospace, agriculture, construction, government and military, mining, natural resources, power generation and technical education. Snap-on Tools is one of the largest non-food franchise companies in the world, selling its products and services through franchisee, company-direct, distributor and Internet channels. Snap-on Incorporated, which was founded in 1920, is a \$3.1 billion, S&P 500 company located in Kenosha, Wis. with operations throughout the world. For additional information, visit [www.snapon.com](http://www.snapon.com).

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