



**NEWS RELEASE**  
For Immediate Release

**For More Information, Contact:**  
John Lanctot  
Maximum Marketing  
(312) 768-7376  
[ilanctot@maxmarketing.com](mailto:ilanctot@maxmarketing.com)

# Ratchet Up Business with Snap-on's Ratchet with Dual 80<sup>®</sup> Technology

## *Award Winning Ratchet Most Impressive on the Planet*

**KENOSHA, Wis. – October 28, 2008** – Snap-on's ratchet with Dual 80<sup>®</sup> Technology has not only garnered awards for being one of the best new tools on the market, but it also has become a big hit with service technicians who realize that it is quite a unique product.

"There is no other product on the market today like Snap-on's ratchet with Dual 80<sup>®</sup> Technology," said Bryan Hantke, product manager for Snap-on. "It is great to win awards, but when your customers call and send emails to let you know how much they like a tool, there's no better compliment than that. We worked closely with service technicians to design the Snap-on ratchet with Dual 80<sup>®</sup> Technology and we know we have a winner because of the great response we have received."

The Snap-on Dual 80<sup>®</sup> Technology ratchet may look like other ratchets but it has an extremely fine-tooth gear with 80 teeth on a surprisingly compact head - just 1-13/16" wide and 1/2 inch deep. The 80 teeth, a new benchmark in its class, provide a smaller ratcheting arc than any other ratchet on the market. In combination with the compact head, the Snap-on ratchet with Dual 80<sup>®</sup> Technology works well in extremely tight quarters.

The ratchet pawls are very strong, transferring up to 280 ft.-lbs. of torque, and each pawl maintains contact with seven ratchet teeth for a great feeling of control. With more pawl/gear tooth engagement, it provides smooth movement and transfers more torque over a larger contact area. The head is sealed to keep out contamination.

Customers can find out more about Snap-on's ratchet with Dual 80<sup>®</sup> Technology by contacting their local Snap-on franchisee, visiting [www.snapon.com](http://www.snapon.com) or by calling toll free 877-SNAPON-2 (877-762-7662).

### **About Snap-on Tools**

Snap-on Tools Company, LLC is a leading global innovator, manufacturer and marketer of tools, diagnostics and equipment solutions for professional users. Product lines include hand and power tools, tool storage, diagnostics software, information and management systems, shop equipment and other solutions which are used by technicians and professionals at vehicle dealerships and repair centers and in the marine, powersports and aviation industries. Snap-on is one of the largest non-food franchise companies in the world, selling its products through more than 4,000 franchisees worldwide and through company-direct sales and over the Internet. Snap-on Tools is a subsidiary of Snap-on Incorporated, which was founded in 1920 and is a \$2.8 billion, S&P 500 company headquartered in Kenosha, Wis. For additional information on Snap-on, visit [www.snapon.com](http://www.snapon.com).

###

2801 80th Street, Kenosha, WI 53141 phone (262) 656-5200