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Snap-on's Clear Coat Offers Highest Shine Finish Ever Created For Tool Storage

KENOSHA, Wis. – May 31, 2011 – Your tool storage says a lot about you, so Snap-on has created a finish to show off your personality and really leave an impression on customers and techs alike. The new Clear Coat Series from Snap-on is the highest shine finish ever created for tool storage. Clear Coat is an additional top layer that adds depth and a mirror-like gloss over select colors to create a one-of-a-kind look, similar to the finest automotive finishes.

“The application of a Clear Coat layer allows expansion of our base-coat palette to include metallic colors, but the benefits of Clear Coat don't just end with the look itself,” said John Landree, product manager for Snap-on. “Each box is pre-treated and painted with ultra-tough powder-coat paint before the Clear Coat finish is applied. This allows the base color to remain intact under the toughest shop conditions. The Clear Coat technological breakthrough enhances performance with superior resistance to harsh chemicals, chipping, scratching and abrasion.”

What's more, because the top coat is clear, minor wear is easy to refinish to keep the tool storage unit looking as good as new.

Customers can find out more about Snap-on Clear Coat Tool Storage by contacting their participating Snap-on franchisee or representative, visiting www.snapon.com/toolstorage or by calling toll free 877-SNAPON-2 (877-762-7662).

About Snap-on Tools

Snap-on Tools is a subsidiary of Snap-on Incorporated, 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, power sports and aviation industries. 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 \$2.6 billion, S&P 500 company located in Kenosha, Wis. with operations throughout the world. For additional information, visit www.snapon.com.

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