



New Product Launch

**25ft Compact Wide Blade Magnetic Tape Measure w/ Rechargeable
100L Light**



25FT Tape Measure w/ 100L LED



- ✓ **100 Lumens LED Output**
- ✓ **Impact Resistant Lens & Frame**
- ✓ **15ft of Reach**
- ✓ **Anti-Tear Blade Coating**
- ✓ **Patented Finger Stop**
- ✓ **Magnetic Hook**

Brightest, Clearest Measuring



25FT Tape Measure w/ 100L LED Lineup



NEW

17' REACH*

- ✓ EXO360™ Rip & Wear Resistant
- ✓ Fully Reinforced Body
- ✓ Survives 80' Drop
- ✓ Patented Finger Stop
- ✓ Magnetic Hook

17' REACH*

- ✓ Longest Reach, Straightest Standout
- ✓ Nylon Bond Blade
- ✓ Protection
- ✓ Anti-tear Coating
- ✓ Patented Finger Stop
- ✓ Magnetic Hook

15' REACH*

- ✓ Brightest, Clearest Measuring
- ✓ 100 Lumens LED Output
- ✓ Anti-Tear Coating
- ✓ Impact Resistant Lens & Frame
- ✓ Magnetic Hook

15' REACH*

- ✓ Magnetic Hook
- ✓ Anti-Tear Coating
- ✓ Patented Finger Stop

12' REACH*

- ✓ Auto-Lock Easily Locks Blade into Place
- ✓ Fractional Scale

12' REACH*

- ✓ Fractional Scale

Current Assortment – 34 SKUs



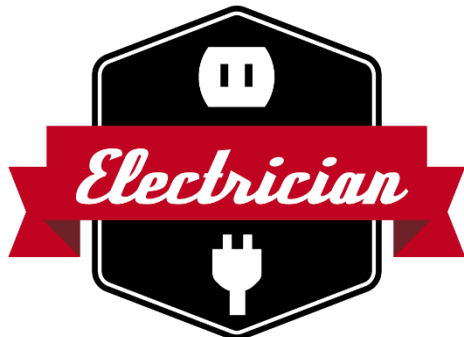
25FT Tape Measure w/ 100L LED

Target Users

USER NEEDS

1. High-Performing Tape Measure
2. Work in Poorly Lit Environments
3. Compact Size
4. Durability
5. Reach

TARGET USERS



HOW WE WIN

Milwaukee's® Solution



- ✓ *Brightest, Clearest Measuring*
- ✓ *100 Lumens LED Output*
- ✓ *Impact Resistant Lens & Frame*
- ✓ *Up to 15' of Reach*
- ✓ *Magnetic Hook*
- ✓ *Anti-Tear Coating Reinforces the First 6" of the Tape Blade*



25FT Tape Measure w/ 100L LED

User Driven Innovation

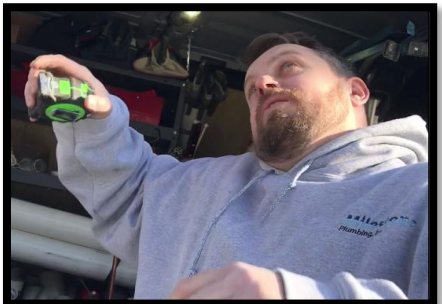
User Frustrations



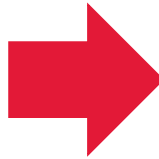
Measuring environments with low light (temp lighting, shadows, dark spaces)



Needing to have additional personnel to illuminate an area



Using a phone as an additional light; needing a third hand to do two-hand applications



Milwaukee® Solutions



Brightest, Clearest Measuring

100 Lumens of LED Output



USB Rechargeable Battery

2.5 Hours of Run-Time



Ergonomic & Durable Housing

Fits in a conventional tape pouch

Impact Resistant Lens & Frame



25FT Tape Measure w/ 100L LED

Competitive Landscape



BRAND	Milwaukee 25ft LED Tape Measure	Komelon 25ft LED Tape Measure	Kobalt 25ft LED Tape Measure
Reach	15'	9'	Claims 15' – Does not succeed
Lumens Output	100	7.2	13
Impact-Resistant Frame & Lens	Yes – IP54	No	No
Anti-Tear Coating	Yes	No	No
Finger Stop <i>*Milwaukee patented</i>	Yes	No	No



25FT Tape Measure w/ 100L LED

Kill Shots – Komelon



Milwaukee 25FT Tape Measure W/ LED
48-22-0428



Komelon 25ft LED Tape Measure
25LED

100 Lumens	LED Output	7.2 Lumens
15'	Reach	9'
YES – IP54 Rated	Impact Resistant Lens & Frame	NO
YES – First 6"	Anti-Tear Coating	NO
YES	Magnetic Hook	NO
YES	Finger Stop	NO



25FT Tape Measure w/ 100L LED

Distribution - One Slider

Pre-Order Date: 12/12/2022

Launch Ship Date: 1/9/2023

100 Lumens of Output



Durability



15' of Reach



Brightest, Clearest Measuring

- 100 Lumens LED Output
- USB Rechargeable Battery Provides 2.5 Hours of Continuous Run-Time

Durability

- Impact Resistant Lens & Frame
- Anti-Tear Coating Reinforces the First 6" of the Tape Blade
- IP54 Rated: Water and Dust Resistant Light

15' of Reach

- Take long measurements efficiently
- Patented Finger-Stop for maximum control of the blade



ITEM #	DESCRIPTION	UPC	CORE	LIGHTNING	MSRP
48-22-0428	25ft Tape Measure w/ LED	0045242587537	\$33.63	\$33.63	\$44.99



25FT Tape Measure w/ 100L LED

Set Up Info

Pricing Info

Item #	Product Name	Launch Date	Ship Date	UPC (DPL)	List Price (DPL)	CORE	LIGHTNING	Suggested Retail
48-22-0428	25FT Tape Measure W/ LED	12/12/2022	1/9/2023	0045242587537	\$74.73	\$33.63	\$33.63	\$44.99

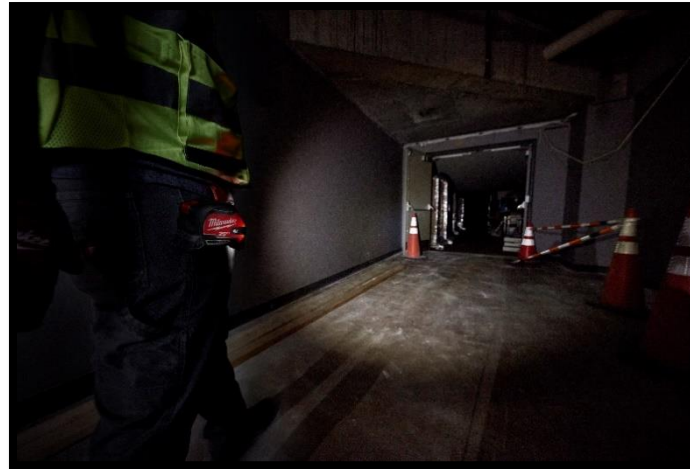
Shipping Info

Product Length (in)	Product Height (in)	Product Width (in.)	Product Weight (lbs)	Package Height (in)	Package Width (in.)	Package Depth (in)	Package Weight (lbs)	Master Pack Qty	Master Pack Weight (lbs)	Master Pack Height (in)	Master Pack Length (in)	Inner Pack Width (in)	I2of5 Master Pack UPC	Country of Origin	Harmonization Code
3.08	3.875	2.05	1.28	6.71	4.21	2.91	1.28	6	35.33	16.93	19.06	5.43	20045242587531	Vietnam	9017800000



25FT Tape Measure w/ 100L LED

Application Shots

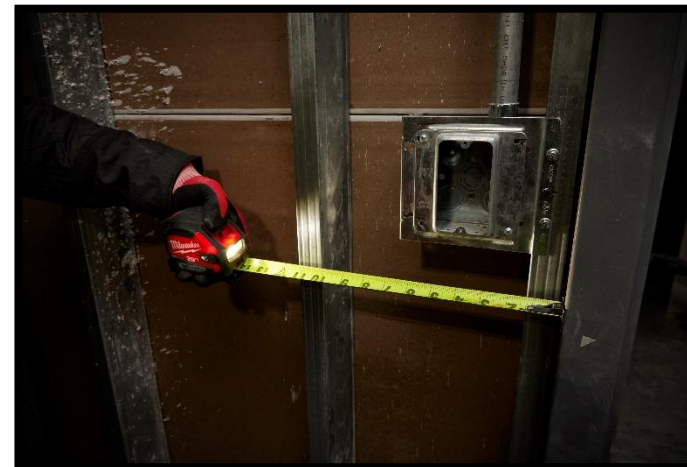
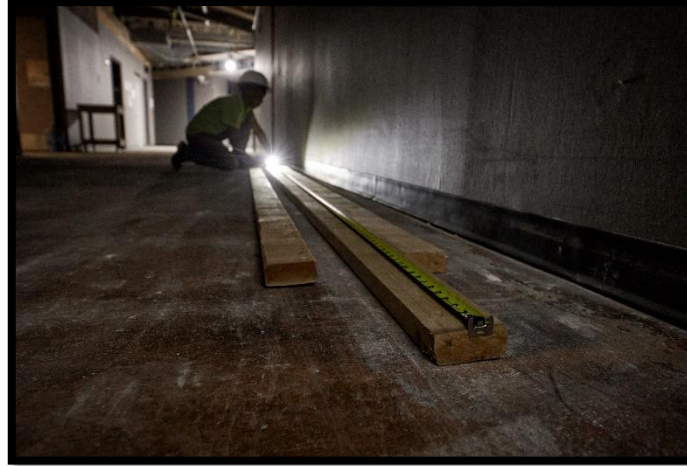


AVAILABLE ON BRANDWORKS



25FT Tape Measure w/ 100L LED

Application Shots



AVAILABLE ON BRANDWORKS



25FT Tape Measure w/ 100L LED

Block Shots



AVAILABLE ON BRANDWORKS



Is the battery rechargeable for the LED light on the tape measure?

- The tape measure has an internal lithium battery that is USB rechargeable

What are the three different battery life indicators on the tape after I turn off the light?

- Green Solid: 50-100% remaining
- Yellow Solid: 10-49% remaining
- Red Solid: 3-9% remaining
- Red Flashing: < 3% remaining

How powerful is the light on the tape?

- The light has a maximum output of 100 Lumens; significantly outperforming the competition.

How long does the LED run?

- The LED light has a continuous run-time of 2.5 hours.

What is the warranty?

- Tape Measures are covered by Milwaukee Tool's Limited Lifetime Warranty. This covers products against manufacturers' defects.