

DRILL PRESS

December 2010

SEASONS GREETINGS

Welcome to the first edition of our "Drill Press" e-newsletter.

The aim of this e-newsletter is to keep you better informed of any new products, promotional activity, provide technical information, product training and general information about what's going on at P & N.

We hope to make this a regular newsletter and we want it to provide you with useful information so we would appreciate your ideas and/or feedback. For more regular updates make sure you check out our new website at www.pandn.co.nz.

If you need any product information or assistance with any of your marketing plans or projects please feel free to contact us via email at marketing@evacut.co.nz.

Thank-you for your support this past year and please have a safe and Merry Christmas and a prosperous New Year.

All the best from the team at P & N.

Danielle Keogh
Marketing Services Manager

CHRISTMAS TRADING HOURS

• Please note that we close at 5pm on Thursday the 23rd December 2010. Final courier deliveries will be picked up from our distribution centre at 4pm.

• We are open for standard business hours (8am - 5pm) during the Christmas period, except all public/statutory holidays.

TRADEFLAME SOLDERING

IRON 50W & 100W **NEW**



- 240V
- Dual power low high switch with LED indicator light
- Cushion grip heat resistant handle
- Interchangeable copper chisel & cone tips
- Includes a metal stand & solder coil 3g
- Ideal for medium duty soldering applications

TradeFlame

INVESTING IN THE FUTURE - THE EVACUT 060+



The Sutton Tools Group has a long-standing policy of investing in and developing technology to keep them ahead of the best manufacturing practice and ensure only the highest quality cutting tools come out of our factories. The Evacut Engineering team have been an integral part of that process in recent years and have recently commissioned their latest NZ designed and built flute and clearance grinder.

The new machine is a fully automated, CNC controlled and utilises a Fanuc robot for automatic loading and unloading. It has a capacity to grind reduced shank and taper shank drills from 12mm to 50mm diameter. This produces a very accurate product, the surface finish is excellent and it completes a 32mm product in 3.5 minutes compared to the old technology which took 9. Great news for you and the factory, as demand for these products continues to grow.

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VS



WHICH DRILL BIT - SILVER or BLACK?



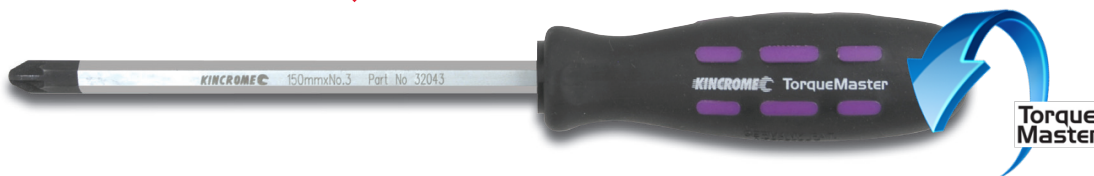
When drilling into ferrous metals such as mild steel, stainless steel, high tensile steel, tool steels and cast iron the Evacut Black Jet or Sutton Blue Bullet drills will perform best and provide at least 2 - 3 times the life of a silver (bright) drill.

What is Black Jet? The Black (or Blue) finish is actually a ferrous oxide (Fe3O4) surface coating. This surface finish allows coolants/lubricants to better adhere to the surface of the drill. This helps reduce the frictional drag during the cutting process, therefore reducing heat generation which increases the drill life considerably. The silver and black drills are made from the same high quality raw materials and go through the same manufacturing system with the exception of one final heat treatment process.

What about the Silver finish? The silver finish drill is the most commonly seen in the New Zealand market, it is an industrial quality product suitable for most general drilling jobs. Silver (bright) finish drills have a distinct advantage when drilling softer materials such as aluminium or brass which tend to bind to the drill tip (because of the surface properties of the black drill this binding can be much worse than with the smoother silver finish).

Why don't we see more black drills in Industrial applications? Many Tradespeople have been put off the black/blue finish product after experimenting with low cost poor quality imports brought in from Eastern European and Chinese manufacturers. Unfortunately there are still a number of these on the market and they are most often a totally different product that is made with very poor quality low carbon steel. Our Black Jet drills cost no more than the silver equivalent, so if you have a customer who drills a lot of steel you will probably be doing them a favour by letting them know about Black Jet or Blue Bullet drills from Evacut and Sutton.

KINCROME TORQUEMASTER™ SCREWDRIVERS



- Silicone Vanadium Chrome Magnesium (S3) Tips - harder and stronger to provide the ultimate resistance to damage

- Unique Chrome Vanadium Hexagon Shaped Shaft to support a wrench for added leverage - hardened, tempered and satin chrome plated

- Revolutionary TorqueMaster™ Handle dovetails with the hand and its pressure areas to transmit maximum torque. Gives up to 50% more turning power verses a conventional screwdriver handle

A NOTE FROM SALES

We have had two recent additions to the sales team within the last 6 months - Symon Maxwell has joined us as Key Account Manager and his role entails calling on customers in the Auckland and Northland area while also dealing with a number of our Key accounts at a Head office level. Symon has previously held sales roles with Masport and more recently Briggs and Stratton.

Bruce Warnock has recently joined us as NZ Product Manager for Kincrome. His role is a mixture of Product Management and being out and about around NZ promoting the Kincrome brand, talking to you the customer and adding value to your business. Bruce has held similar roles with Tasman Insulation (Pink Batts) and Methven.

While we maintain very good market share and focus on our core categories such as drilling, threading tools and metal removal cutters. We continue to take on a number of new products and agencies with very pleasing results. Products such as TradeFlame which is a range of soldering irons, have been accepted extremely well and come with a number of features not available elsewhere in the market place, such as dual wattage, on/ off switch, etc. We have also taken on a compact range of lighting under the Dorcy brand and given the immediate success, are currently looking to extend this range to offer a wider product mix at very competitive pricing.

As we are now getting towards the end of the year I would like to thank you for your continued support and I have enjoyed meeting a large number of you during 2010 and look forward to seeing you again next year. I hope you have a profitable Christmas and that you, your family and your staff have a relaxing and safe break.

Greg Stevens
NZ Sales Manager

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