

## NEW IN 2010: 6.5" V-JAW TONGUE AND GROOVE PLIER.

**CHANNELLOCK® now offers superior quality and performance in a pocket-sized package.**

Don't let its size fool you – the **6.5" V-Jaw tongue and groove plier** might be the smallest in the V-Jaw line, but it's packed with the same quality features that tradesmen and DIYers expect from CHANNELLOCK®. The right-angle teeth and a maximum-bite grip offer more points of contact for smaller, round piping and tubing with minimal wear.

Plumbers, HVAC contractors, electricians and DIYers alike will appreciate this plier when working with smaller materials in tight spaces.

Additional features include:

- Undercut tongue and groove design, assuring no slip jaw action
- Reinforced edges to minimize stress breakage
- PermaLock® fastener to eliminate nut and bolt failures
- Forged from high-carbon C1080 steel, guaranteeing superior performance
- Electronic coating for ultimate rust prevention
- CHANNELLOCK BLUE® comfort grips

The 6.5" V-Jaw pliers are available now for purchase. Go to [www.channellock.com](http://www.channellock.com) for more about the 6.5" and other V-Jaw tongue and groove pliers.



## Does anyone GET IT?

With the challenging year of 2009 behind us, we are looking forward to the renewed focus that a new calendar brings. We remain prepared for difficult times ahead, but we are glad to be starting the year off on a high note with the release of the new 6.5" V-Jaw plier.

We are extremely appreciative of the support from all of you who are champions of CHANNELLOCK® hand tools. It's your commitment, along with our associates who work hard to ensure that CHANNELLOCK® pliers are manufactured to our high-quality standards, that keep our pliers "Fiercely Made in Meadville, PA."

However, as we forge our way into 2010, I remain highly concerned about the financial and ethical direction of our country. The current administration shows no signs of financial sanity or budgetary restraint. We are laughable in international circles. It is embarrassing when foreign peers comment on the USA leadership (or lack of it). Our troops remain in harm's way, and the Obama foreign policy offers no help, only noise.



**Bill DeArment**  
President and CEO

Congress is out of control, led by vote-buying lackeys with no regard for the manufacturing base and small businesses of this country...the only true creators of good, decent jobs.

It is time to get up off our collective butts and command decent leadership. We must find proper, ethical political candidates more interested in the future of this nation than their pensions and next elections.

If this statement somehow offends you, I do **not** apologize, because you just don't get it, my friend...



AMERICAN BLUE™

NEWS FROM CHANNELLOCK® OF MEADVILLE, PENNSYLVANIA • JAN. 2010

# Channellock Inc. Named Manufacturing Marketer of the Year.

Channellock Inc. was recently named manufacturing "Marketer of the Year" for its work to support the release of the #89 Rescue Tool by the Pittsburgh American Marketing Association.

"Northwest Pennsylvania is home to an extraordinary number of well-known manufacturers," said Bill DeArment, president and CEO of Channellock Inc. "It is a great honor to be recognized as the 2009 'Marketer of the Year' in our industry."

To introduce the #89 Rescue Tool to firefighters, first responders and EMTs across the United States, Channellock developed an integrated marketing campaign, which included a microsite and video, ads and outreach to fire service trade publications and a sampling program directly to the fire service, among others.

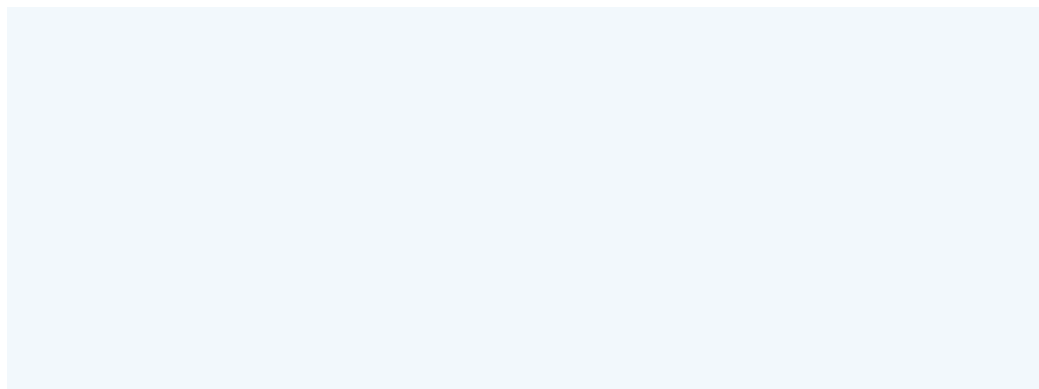
Go to [www.TheRescueTool.com](http://www.TheRescueTool.com) to learn more about the #89 Rescue Tool.

## BLUE NOTES

If you have a story idea you'd like to see in American Blue™, please submit it to:

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