

WHAT IS QUALITY WORTH TO YOU?

Do you ask 'what does it cost?' or 'what is it worth?' How do you define value? When the pros want tools they can count on, they reach for their CHANNELLOCK BLUE® pliers.

We know the American worker. We are the American worker.

We've been designing and making hand tools here for 121 years. In 1933, we invented the tongue-and-groove pliers that are now synonymous with the name Channellock...the pride of Meadville, Pennsylvania.

The professional standard.

Channellock hand tools are standard issue on most utility trouble-trucks in America. They're hanging from the workbelts of plumbers, mechanics and electricians everywhere. When your job depends on your tools, you depend on Channellock.



Is 'good enough' really good enough?

When you want the job done right, use Channellock.® Built to last. Built to hand-down to the next generation.

What is the difference?

We use only C1080 high-carbon steel for the strongest and most durable finished product.

Undercut tongue-and-groove design won't slip under load like competitors' pliers.

All of our pliers have electronic coating to prevent rust.

Handles are easy on the hands, featuring CHANNELLOCK BLUE® comfort grips.

Pliers feature laser-hardened cutting edges and teeth for maximum reliability and durability.

PermaLock® fasteners eliminate nut and bolt failure, ensuring years of use.

Our state of the art heat treating processes result in tools strong enough to withstand heavy use – but flexible enough to resist breakage under load conditions.



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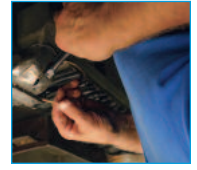
WORK HARD, SWEAT BLUE.



Going, Going, Gone Fishin'
Pro-angler Paul Hirsosky wraps up 2007 season.



Tried and Tested
How we ensure your pliers are ready for the job.



Channellock Means Quality
Why Channellock stands apart from the rest.



IN THIS ISSUE...

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This is American Blue™, our quarterly newsletter. If you have a story idea you'd like to see in American Blue, please submit it to:

BLUE NOTES

420® PLIER

PICKED BY POPULAR MECHANICS



You can read all about the 420® tongue-and-groove plier, among the other 2007 Editor's Choice award winners, online at popularmechanics.com

The editors of Popular Mechanics now know what you've known all along: Channellock 420® tongue-and-groove pliers are the benchmark against which all other pliers are measured. That's why PM editors named the 420® as the 2007 "Editor's Choice" Award Winner at this year's National Hardware Show in Orlando.

"It's an honor to be recognized as a Popular Mechanics Editor's Choice Award recipient, and we appreciate their endorsement of our flagship plier," said Scott Jonap, Channellock's vice president of sales and marketing. "Channellock's products stand for the highest quality, reliability and durability. We're committed to improving upon that quality every day."

The 420® was recently given a few engineering tweaks to improve the plier's performance, including more substantial head and jaw thickness for added strength and gripping area. Its other signature features remain—high carbon, drop-forged steel, laser heat-treated teeth for maximum durability, patented PermaLock® fastener and CHANNELLOCK BLUE® comfort grips.

CATCH UP WITH PRO FISHING RESULTS

The B.A.S.S. Bassmaster Elite Series season is winding down, and Paul Hirosky, Channellock's professional bass angler, experienced the highs and lows of the sport in 2007. Hirosky's best finish of his Elite Series career came at Lake Erie, where he finished in 8th place.

Hirosky's recent finishes include: 98th in the "Blue Ridge Brawl" near Moneta, Va.; 105th in the "Sooner Run" near Grand, Okla.; 47th in the "Champion's Choice" near Syracuse, N.Y.; 8th in the "Empire Chase" near Buffalo, N.Y.; and 100th in the "Capitol Clash" near Washington, D.C.

“ Paul has performed exceptionally this year—on and off the water. He's been a fierce competitor while continuing his indoctrination as a pro angler. At the same time, he's been a great ambassador for both Channellock and the sport of professional bass fishing. ”

— Scott Jonap, vice president of sales and marketing for Channellock



Watch for Paul on ESPN2

The B.A.S.S. Bassmaster Elite Series pits 108 anglers representing 177 B.A.S.S. tournament victories. Watch tournament coverage on ESPN2 (check local listings for time).

More information can be found online at www.bassmaster.com.

EVEN OUR NEW PLIERS ARE "USED"

You're not the first person to use your new CHANNELLOCK® cutting pliers. Our associates check the quality of every product. Our cutting pliers must successfully cut twine before leaving the factory. "What's so special about twine?" you ask. Cutting twine without leaving stray fibers uncut ensures the finest quality cutting edge has been achieved. Piano wire is one of the highest tensile strength wires a user will ever encounter in the field. In-house longevity testing with piano wire has resulted in cutting pliers reaching over 250,000 cuts without cutting edge failure! Competitors' pliers tested in the same manner didn't even come close to this benchmark. Channellock craftsmen even adjust the fasteners to ensure smooth operation without excessive "play" or stiffness.



MANCAVE AND CHANNELLOCK HAVE THE PERFECT GIFT FOR THE MAN ON YOUR LIST

Channellock tools will be featured soon on The Mancave Registry, a new Web site concept devoted especially to men. An online gift registry just for guys, the Mancave Registry is perfect for bachelor parties, engagements, birthdays, Father's Day and personal giving for the men in everyone's life. Customizable "wish lists" can be created with products from companies including Channellock, Panasonic, Gladiator GarageWorks, Whirlpool, Steiner Sports, KitchenAid, Wayne-Dalton, Crocs and Foot Locker. Many Channellock tools will be showcased initially along with product information and images. Watch for more news about The Mancave Registry soon.



GANNON UNIVERSITY NAMES CHANNELLOCK 'EXPORT BUSINESS OF THE YEAR'

Despite what you hear on the evening news, a few companies have managed to compete aggressively with imported products. In recent years, Channellock has built a loyal following for our American-made tools among tradesmen and do-it-yourselfers in Asia, Latin America and around the world. As a result of Channellock's growing international presence, the Gannon University Small Business Development Center (SBDC) honored the company with the "Export Business of the Year" award at the 17th annual Small Business Awards Program on June 22, 2007.

Since 1995, Gannon SBDC in Erie, Pennsylvania has helped Channellock expand globally through international market research, export compliance issues, documentation and recordkeeping training among other areas. During the past five years, Channellock's export sales have increased by 62 percent.

"We're very proud to have this honor bestowed upon us," said Sherrie McIntosh, director of international customer service for Channellock. "We've been working with Gannon SBDC for the past 12 years and have enjoyed great results thanks to the assistance of its experienced and dedicated staff."

Today, Channellock is recognized globally as the category leader in quality hand tools. From South America to Central Europe, Channellock has become the preferred brand among tradesmen everywhere. This success reflects the ability of the family-owned, American company to continuously adapt to the needs of its global customers.

DID YOU KNOW?

Interesting Channellock Facts

FIT FOR A KING.

In 1902, Channellock founder George B. DeArment received an order at his Conneaut Lake, Pennsylvania factory for its first export sale — to King Edward VII of England. The unsolicited order was triggered by the reputation Channellock (then called Champion Tool Company) blacksmith tools had already built in Europe just sixteen years after the company was founded.