LENOX METALMAX

Cutoff Wheels

Update

Not a "Diamond Wheel"

Masonry Diamond Wheel
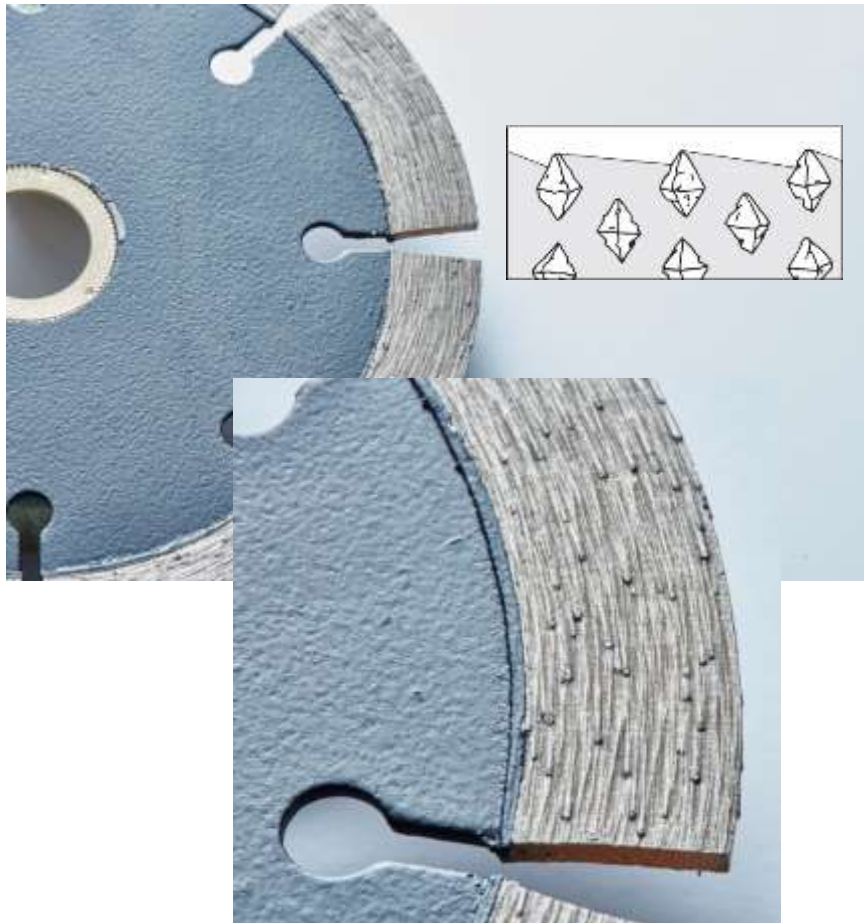
MetalMax

Value Proposition – Life

1000+ cuts

LENOX MetalMax is made with metal cutting diamonds bonded to the wheel's surface using a proprietary technology. This new technology allows for the diamonds to endure high cutting speeds and temperatures while maintaining superior cutting properties.

Diameter Retention

Because its diamond cutting edge doesn't wear away, MetalMax holds its original wheel diameter until the very last cut.

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Value Proposition – Safety

Increased Safety

MetalMax's wheel body is made from solid steel that greatly reduces the risk of breakage.

Less Dust, Better Workspace

Because MetalMax doesn't wear out there is substantial reduction of airborne particles. The sparks you see come only from the material being cut. The typical odor resulting from cutting with bonded abrasives simply disappear!

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Value Proposition – Inventory Management

One Wheel, Multiple Metals

MetalMax works in a wide range of materials including steel, stainless steel, cast iron, rebar, sheet metal, aluminum, and non-ferrous metals.

No Shelf Life

Unlike bonded abrasives, MetalMax will not expire, as long as stored in proper conditions.

Value Proposition – Improved Experience

MetalMax Benefits

CTQs & Pain Points

1000+ cuts → Wheel longevity

1 wheel, multiple metals → Frequent wheel changes

Diameter retention → Clean & straight cuts

Increased safety → Reduction in diameter

No shelf life → Wheel breakage

Less dust, better workspace → Dust, odor, debris

Abrasive Wheel Economics

4.5" Thin Bonded Abrasive Cutoff Wheel

LENOX MetalMax Advantage

DIRECT SAVINGS – 4.5" wheel			
User Price per Wheel***	$1.50	$15.00	10X higher price
Cuts per Wheel (Life)*	16	1,000	63X more cuts
Cost per Cut (Price / Life)	$0.094	$0.015	84% lower cost per cut
Wheel Cost per 1,000 Cuts	$93.75	$15.00	$79 wheel savings

LABOR SAVINGS – 4.5" wheel			
Changovers per 1,000 Cuts	63	1	62 less changeovers
Changeover Time (5 min per)	315 min	5 min	5+ hours saved
Changeover Cost ($18.35/hr**)	$96.33	$1.53	$95 labor savings

Total Cost per 1,000 Cuts***	$190.09	$16.53	$173 savings (91%)

*   Cuts per wheel based on internal test data – average performance in 1" carbon steel square tube for thin bonded abrasive cutoff wheels
** US Bureau of Labor Statistics, Occupational Employment and Wages, May 2014 (51-2041 Structural Metal Fabricators and Fitters)
***Savings based on the assumptions noted above for price, cuts per wheel, changeover time, and labor cost. Bonded abrasive user price is an average based on market assessment completed in June 2016. Actual abrasive price will vary by model, volume, and purchase location.

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LENOX®

SKU Assortment

Product Range: 15 SKUs

Die Grinder	Angle Grinder	Circular Saw	Chop Saw	Gas Saw
1.5"	4"	6"	10"	12"
2"	4.5"	7"	12"	14"
3"	5"	8"	14"	
4"	6"			
	7"			

6" and 7" same SKU for angle grinder & circular saw

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