# LENOX METALMAX

# Cutoff Wheels

# Update

**LENOX**
**METAL**MAX™

**AHB**
TOOLING & MACHINERY

**COMPLETE**
**METALWORKING**
**SOLUTIONS**

**(800) 991-4225**
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# Not a "Diamond Wheel"

**Masonry Diamond Wheel**
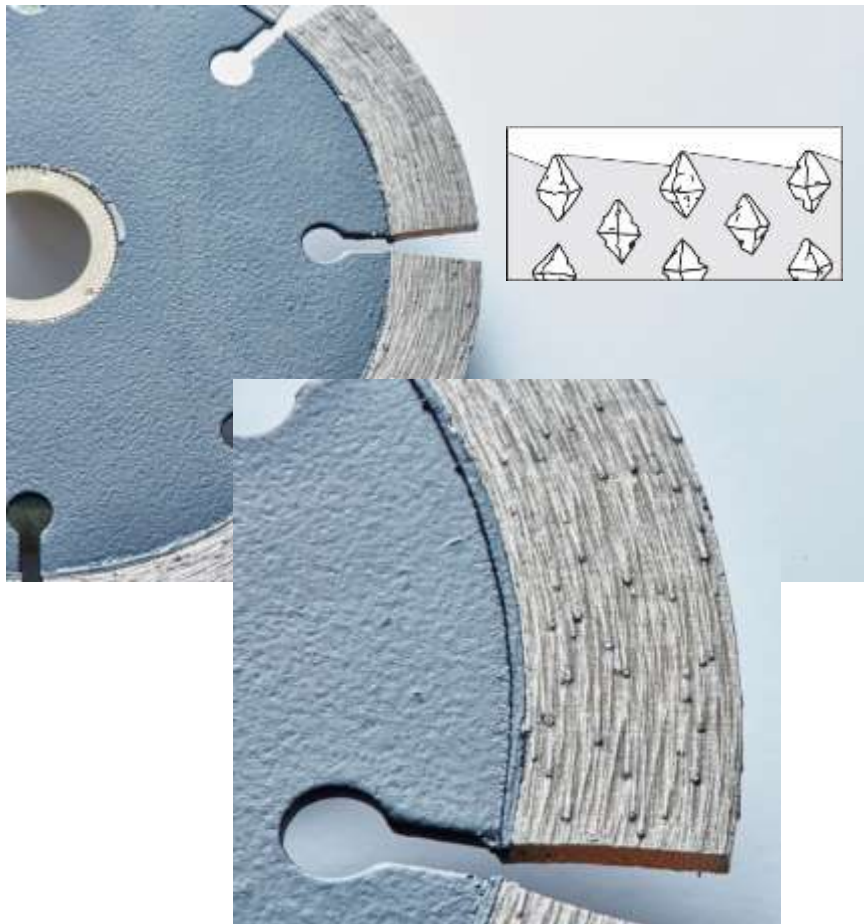
**MetalMax**

# 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.*

LENOX

# 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!*

# 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

*1000+ cuts*

*1 wheel, multiple metals*

*Diameter retention*

*Increased safety*

*No shelf life*

*Less dust, better workspace*

## CTQs & Pain Points

*Wheel longevity*

*Frequent wheel changes*

*Clean & straight cuts*

*Reduction in diameter*

*Wheel breakage*

*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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# 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*