

1207MAX Series

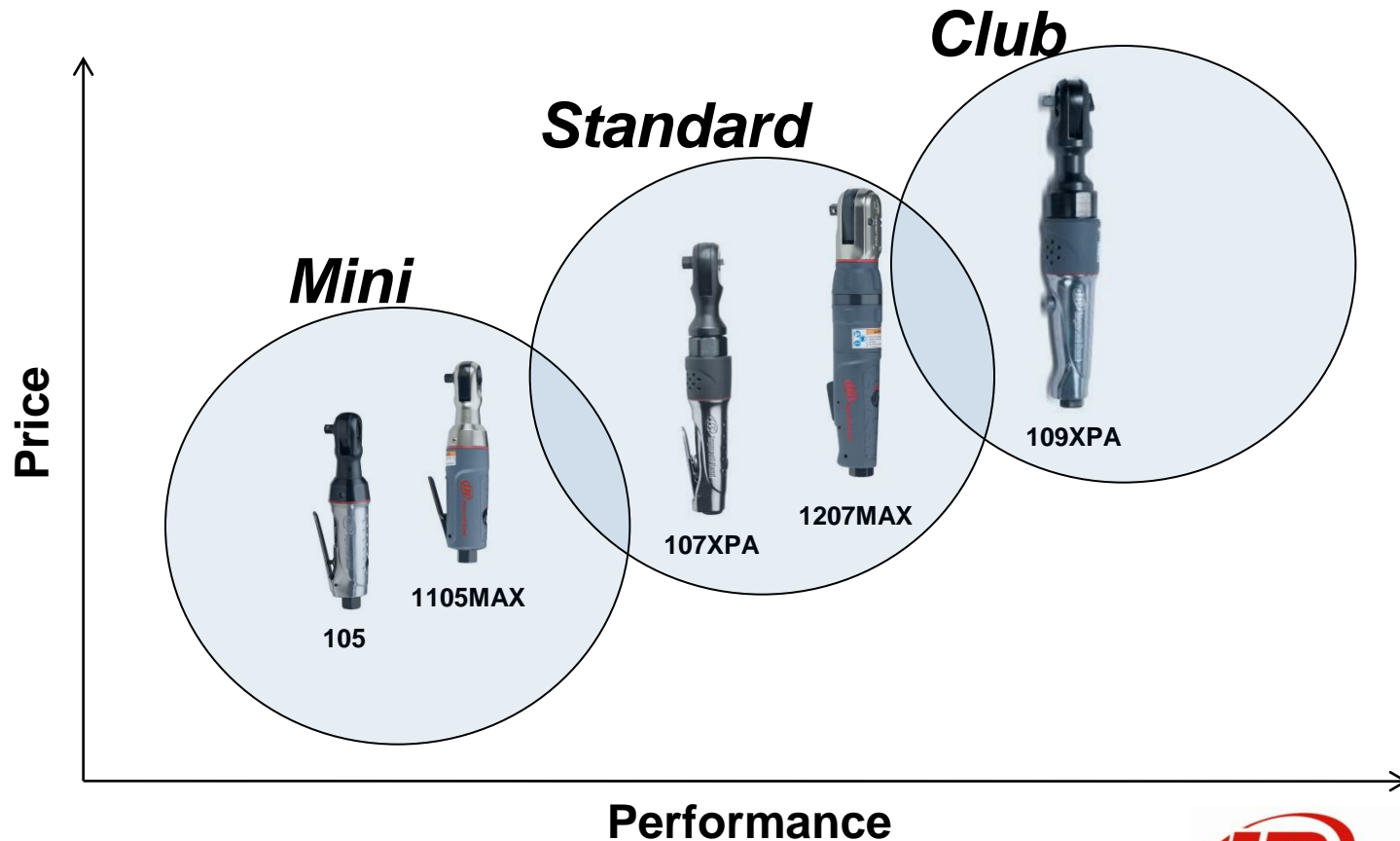
3/8" & 1/2" Air Ratchets

New Product Introduction



Why introduce new ratchets?

- Portfolio Clarity – common look/features
- Competitive Advantage – improve our offering
- Expand the MAX family – multiple tool categories

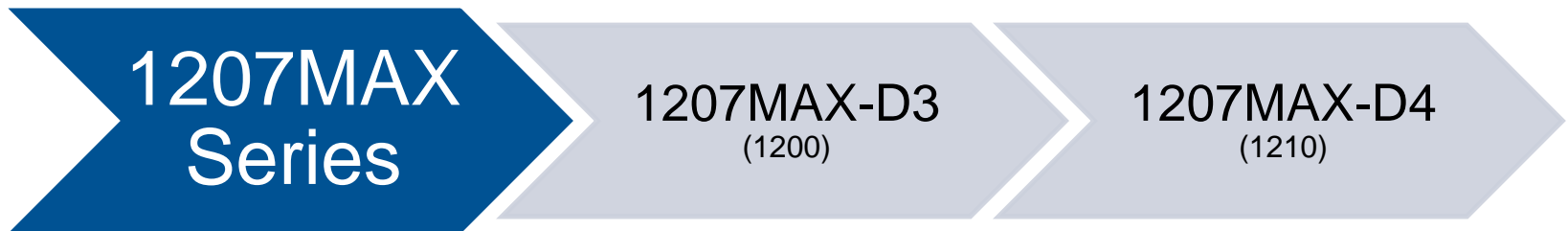
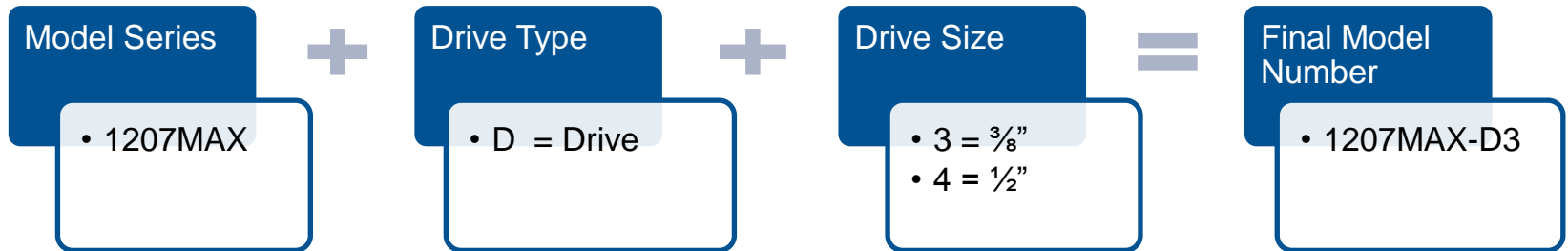


Which models are being replaced?

Drive Size	Existing	NEW!
3/8"	1200	1207MAX-D3
1/2"	1210	1207MAX-D4



Model Nomenclature



Introducing the 1207MAX Series Ratchet



As a member of the Ingersoll Rand family of MAX tools, the 1207MAX Series air ratchet combines best-in-class performance and a full complement of premium features to give professional technicians MAX Power, MAX Control, and MAX Comfort. It's another in the long line of tools designed to help make your job easier — and you more productive.

Model	Max Torque ft-lb	Average Free Speed rpm	Product Weight lb	Product Length in.	Avg Air Consum. Cfm	Free Speed Air Consum. Cfm	ISO15744 Free Speed Sound Level dB(A)
1200/1210	60	275	2.70	10.70	5	30	94.7
1207MAX-D3/D4	65	200	3.14	10.83	4	23	85.0

**+8% Max Torque AND
-23% Free Speed Air Cons. & -10 dB(A)**

Expanding the MAX Legacy...

The next addition to the **MAX Family of Impacttools™**,
Ratchets, and Grinders...



MAX Power

65 ft-lb of maximum torque ensures enough power for tough applications.

MAX Control

Innovative forward/reverse collar, variable-speed power regulator, adjustable exhaust, and feather-touch trigger combine to offer unprecedented control.

MAX Comfort

Ergonomic composite handle is comfortable for extended use.

Feature & Benefits

Improved ratchet mechanism resists anvil slippage and provides increased durability.

Variable-speed regulator is hand-operable and gives technicians the ability to easily control performance – perfect for use on a variety of fastener sizes.

360-degree swivel air inlet prevents twisted air hoses.

Heat-treated ratchet housing offers improved strength to resist head spreading and increase durability

Nickel-plated housing provides enhanced corrosion resistance.

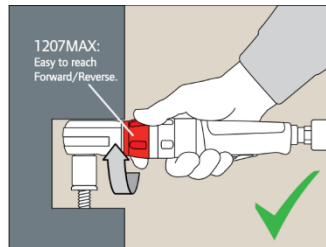
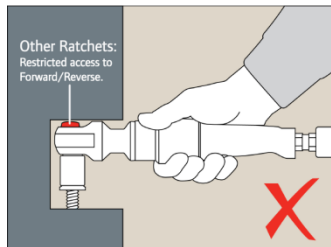
65 ft-lb max torque delivers best-in-class power for stubborn fasteners.

Patent-pending forward/reverse collar provides unrestricted access to easily change the direction of the tool, which is critical in tight spaces where traditional tools get jammed.

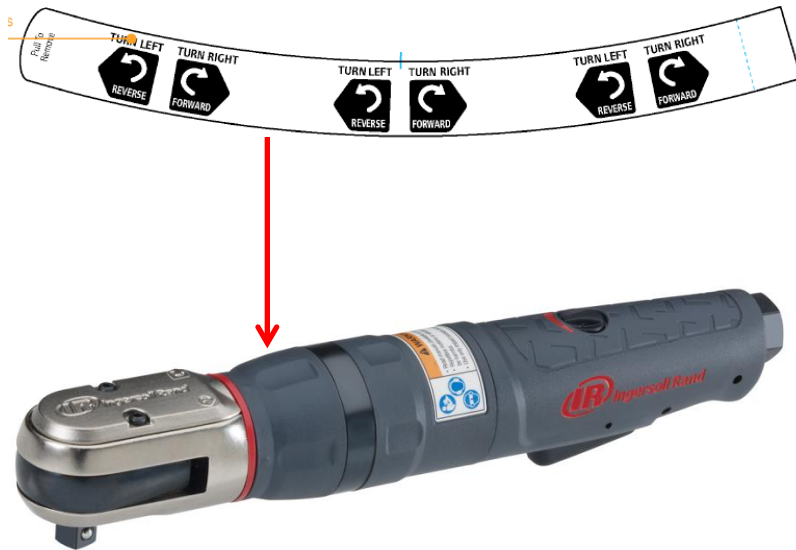
Fully variable, feather-touch lever gives operators access to all of the performance that lies between Off and On.

Integrated muffler helps maintain operator comfort by reducing sound without sacrificing power.

360-degree adjustable deflector allows users to choose direction of exhaust.



Forward/Reverse Collar Instructions



- Tools will ship with this instructional label wrapped around the forward/reverse collar.
- Turn left for reverse
- Turn right for forward

Voice of the Customer



- Multi-step VOC plan
- Collected data from over 400 end-users
- Large opportunity identified for a solution to improve the use of a ratchet in a confined space
- Minimal size added

Quotes from 1207MAX Field Trials Users

- **POWER**

- “Seems to have more power than my MAC [AR1776].”
- “Power is great compared to my Matco 3/8” ratchet.”
- “There is no task that it has failed at yet. It has become very useful to me. I stopped using my 3/8 Snap-on FAR72C due to the noise and size of it.”
- “Noticeably more powerful, but speed is lower.”

- **SOUND**

- “The sound level is amazing for a ratchet with this much power.”

- **TRIGGER**

- “I really like the trigger button, you can change the RPMs with no problem.”

- **POWER REGULATOR**

- “The power regulator is great when I’m working with smaller fasteners that might not need full power.”

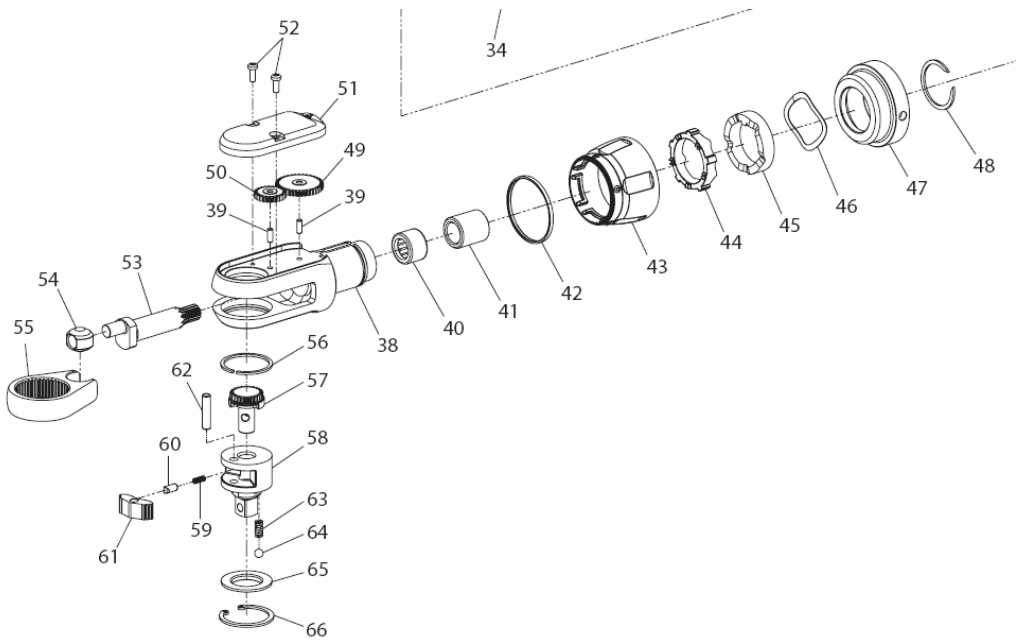
- **FORWARD/REVERSE COLLAR**

- “This is great, its much easier to change direction with greasy hands than it is on a normal ratchet.”
- “I really like the reversible collar, that is my favorite feature. When using other ratchets sometimes you get stuck in tight places and can’t get it to switch direction but with yours it is simple to do.”
- “There have been a handful of times I’ve said ‘wow I’m glad that’s on there’.”

- **SIZE**

- “The size of the head is nice, it’s a little smaller than my Mac [AR1776] and works just as good in terms of accessibility.”
- “So far I haven’t found any applications that I couldn’t do with the tool because of the size of the head.”
- “Bigger dimensions but okay.”

Design Improvements



- Higher torque
 - New gear ratio
- Reduced sound
- Replaced wave springs with coil springs to reduce slippage
- Planetary gearing
 - Full-caged design
- Forward/reverse collar

Improved performance & durability

1207MAX Competitive Information

					
	1207MAX-D3 Ingersoll Rand	1200 Ingersoll Rand	AT702 Blue Point (Snap-on)	CP7828 CP	91227 SK
Max Torque Listed ft-lb (Nm)	65 (88)	60 (81)	65	60	70
Max Torque Tested* ft-lb (Nm)	45	35	42	36	40
Rec. Torque Range ft-lb (Nm)	10-60 (14-81)	-	5-60	5-60	10-60
Avg Free Speed Listed rpm	200	275	200	240	150
Avg Free Speed Tested* rpm	210	246	160	220	180
Weight lb (kg)	3.14 (1.42)	2.7 (1.2)	2.4 (1.07)	2.75	2.87 (1.30)
Length in (mm)	10.83 (275)	10.7 (272)	10.43 (265)	10.75	12 (304.8)
Head Height* in (mm)	1.91 (48.4)	1.79 (45.4)	1.72 (43.6)	1.69 (43)	1.64 (41.6)
Avg Air Consumption cfm (L/min)	4 (113)	5 (142)	3 (74)	4	3 (74)
Free Speed Air Consumption cfm (L/min)	23 (651)	30 (850)	22	16	-
Free Speed Sound Level dBA (ISO15744)	85	94.7	95.1	87.5	91.6
Remote Forward/Reverse	YES	No	No	No	No
Variable Power Regulator	YES	No	No	No	No
Feather Touch Lever*	YES	No	Limited	Limited	Yes
360-degree adjustable exhaust	YES	Yes	No	Yes	Yes
Swivel air inlet	YES	Yes	No	Yes	Yes
Nickel Plated Head	YES	No	Plated	No	No

* Based on Ingersoll Rand measurement or subjective analysis

Unless otherwise noted, all values are "as stated" by manufacturer on their website or catalog

1207MAX Launch Support

Driving business through added exposure

Demand Generation

- Trade Shows
 - Introduced at AAPEX event November 2009
 - Highlighted at regional & national customer events
- Public Relations
 - Media kit provided to various trade publication editors
 - PR News Release
 - Images
 - Literature
- Launch Package
 - Pricing
 - Literature
 - Specifications
- Direct Marketing
 - MAX Family E-campaign sent out to 10,000 end users on 4/5/10
 - Stand alone 1207MAX ad scheduled on e-campaign calendar



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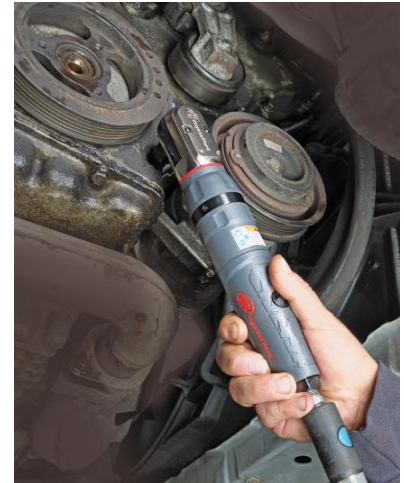
Demand Generation

- Web Site
 - NEW MAX site for 1207MAX
 - New images & specs are updated on irtools.com
- Advertising
 - Ads run in April trade publications
 - Highlighted in May/June distributor publications
- Social Media
 - MAX Family video on YouTube
 - 1207MAX product introduction video on YouTube
- Product Support
 - Literature available through Ken Cook Lit Express
 - www.iritssliterature.com
 - Literature # IRITS-1109-094
 - Images and ad copy available on Image Library
 - <http://www.ingersollrand-itsimages.com/#view=welcome>



1207MAX Launch Support

- **Product Availability**
 - Product available for booking starting **2/1/10**
 - Backorders shipments begin **4/12/10**
 - New order shipments starting **5/31/10**
- **Pricing (7% increase over current models)**



Drive Size	Part Number	List Price
3/8"	1207MAX-D3	\$230.00
1/2"	1207MAX-D4	\$240.00

