



NEW PRODUCT LAUNCH SAFETY GLASSES EXPANSION

Confidential Document Property of MILWAUKEE TOOL Brookfield, Wisconsin 53005



ANTI-SCRATCH

ANTI-FOG DISCONTINUING

FOG-FREE

PERFORMANCE



Available in clear, tinted, gray, and yellow

- **Military Grade Impact Protection**
- **Lasting Fog-Free** Lenses
- **Lens Resist Scratching**

PERFORMANCE W/ GASKET



Available in clear and polarized

- **Polarized Lenses Reduce Glare**
- Removeable Gasket **Protects Against** Debris
- **Military Grade Impact Protection**
- **Lasting Fog-Free** Lenses



Available in clear, tinted, gray, yellow, and magnified

- **Anti-Scratch Hard Coat Protects Lenses**
- **Comfortable Temple** Arms - Extended Wear
- Flexible Nose Bridge





- **Lasting Fog-Free** Lenses
- **Comfortable Temple** Arms - Extended Wear
- **Lens Resist Scratching**





NEW LENS STYLES TO FIT USER NEEDS

YELLOW



- Used to enhance contrast in low light applications
- Adds contrast to shadows and lowers the strain on eyes in poorly lit environments
- Often known as amber lenses.

GRAY



- Allow users to easily transition between indoor and outdoor applications
- Blocks sun and natural glare to lesson the strain on eyes
- Often known as smoke lenses.

MAGNIFIED



- Magnified lenses are used to enlarge images. Users need them for applications including precision cutting, small parts, and fine print
- MILWAUKEE® offers magnification ranges from +1.00 to +3.00. (Lowest to highest strength)
- Often known as readers or cheaters



SAFETY GLASSES USER FIT



Users





























Primary Applications







Safety glasses are used by all core trades and required on every jobsite. Lenses are designed and tested to provide eye protection from impacts and debris. There are a variety of shapes, styles, and lens options to meet work requirements and user preferences.



Nothing but **HEAVY DUTY**.°



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ANTI-SCRATCH SAFETY GLASSES

SAFETY GLASSES USER DRIVEN INNOVATION

User Frustrations



Jobsite debris scratches lenses



MILWAUKEE™ Solutions



ANTI-SCRATCH HARD

COAT

PROTECTS LENSES



Glasses arms dig into the head



COMFORTABLE TEMPLE
ARMS
ALL DAY WEAR



Fixed nose bridges become uncomfortable





FLEXIBLE NOSE BRIDGE
ADJUSTABLE FIT



CLEAR & TINTED ANTI-SCRATCH SAFETY GLASSES





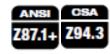




- Anti-Scratch. All Day Comfort.
- Anti-Scratch Hard Coat
 - Protects Lenses
- Comfortable Temple Arms Extended Wear
- Flexible Nose Bridge
- Third Party Tested and Certified







ITEM#	DESCRIPTION	BUY PK	PACKAGING	UPC
48-73-2010	SAFETY GLASSES – CLEAR ANTI-SCRATCH LENSES	6	BLISTER	0045242601318
48-73-2011	SAFETY GLASSES – CLEAR ANTI-SCRATCH LENSES	12	POLYBAG	0045242601325
48-73-2052	3PK SAFETY GLASSES – CLEAR ANTI-SCRATCH LENSES	6	BLISTER	0045242601394
48-73-2015	SAFETY GLASSES – TINTED ANTI-SCRATCH LENSES	6	BLISTER	0045242601356
48-73-2016	SAFETY GLASSES – TINTED ANTI-SCRATCH LENSES	12	POLYBAG	0045242601363
48-73-2054	3PK SAFETY GLASSES – TINTED ANTI-SCRATCH LENSES	6	BLISTER	0045242601417



YELLOW & GRAY ANTI-SCRATCH SAFETY GLASSES









- Anti-Scratch. All Day Comfort.
- Anti-Scratch Hard Coat
 - Protects Lenses
- Comfortable Temple Arms Extended Wear
- Flexible Nose Bridge
- Yellow lenses for low light applications
- Gray lenses for indoor and outdoor applications
- Third Party Tested and Certified







ITEM#	DESCRIPTION	BUY PK	PACKAGING	UPC
48-73-2100	SAFETY GLASSES - YELLOW ANTI-SCRATCH LENSES	6	BLISTER	0045242595587
48-73-2101	SAFETY GLASSES – YELLOW ANTI-SCRATCH LENSES	12	POLYBAG	0045242595594
48-73-2105	SAFETY GLASSES – GRAY ANTI-SCRATCH LENSES	6	BLISTER	0045242595600
48-73-2106	SAFETY GLASSES – GRAY ANTI-SCRATCH LENSES	12	POLYBAG	0045242595617



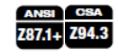
MAGNIFIED ANTI-SCRATCH SAFETY GLASSES





- **Anti-Scratch. All Day Comfort.**
- **Anti-Scratch Hard Coat**
 - Protects Lenses
- Magnified +1.00, +1.50, +2.00, +2.50, & +3.00
- **Comfortable Temple Arms Extended Wear**
- Flexible Nose Bridge
- **Third Party Tested and Certified**







FLEXIBLE NOSE BRIDGE	ITEM#	DESCRIPTION	BUY PK	PACKAGING	UPC
	48-73-2200	SAFETY GLASSES - +1.00 MAGNIFIED CLEAR ANTI-SCRATCH LENSES	6	BLISTER	0045242595662
	48-73-2201	SAFETY GLASSES - +1.00 MAGNIFIED CLEAR ANTI-SCRATCH LENSES	12	POLYBAG	0045242595679
	48-73-2202	SAFETY GLASSES - +1.50 MAGNIFIED CLEAR ANTI-SCRATCH LENSES	6	BLISTER	0045242595686
	48-73-2203	SAFETY GLASSES - +1.50 MAGNIFIED CLEAR ANTI-SCRATCH LENSES	12	POLYBAG	0045242595693
	48-73-2204	SAFETY GLASSES - +2.00 MAGNIFIED CLEAR ANTI-SCRATCH LENSES	6	BLISTER	0045242595709
	48-73-2205	SAFETY GLASSES - +2.00 MAGNIFIED CLEAR ANTI-SCRATCH LENSES	12	POLYBAG	0045242595716
LIMITED	48-73-2206	SAFETY GLASSES - +2.50 MAGNIFIED CLEAR ANTI-SCRATCH LENSES	6	BLISTER	0045242595723
LIFEIIME	48-73-2207	SAFETY GLASSES - +2.50 MAGNIFIED CLEAR ANTI-SCRATCH LENSES	12	POLYBAG	0045242595730
WARRANTY		SAFETY GLASSES - +3.00 MAGNIFIED CLEAR ANTI-SCRATCH LENSES	6	BLISTER	0045242595747
Confidential Document Property of MILWAUKE	48-73-2209	SAFETY GLASSES - +3.00 MAGNIFIED CLEAR ANTI-SCRATCH LENSES	12	POLYBAG	0045242595754



CLEAR & TINTED ANTI-SCRATCH SAFETY GLASSES

COMPETITIVE LANDSCAPE

BRAND	MILWAUKEE®	MILWAUKEE®	JACKSON	DEWALT	ERGODYNE
MODEL#	48-73-2010	48-73-2015	25676	DPG51-2	SKOLL
ANSI RATING	Z87.1+	Z87.1+	Z87.1+	Z87.1	Z87.1+
ANTI-SCRATCH HARD COAT	YES	YES	SCRATCH RESISTANT	SCRATCH RESISTANT	SCRATCH RESISTANT
COMFORTABLE TEMPLE ARMS	YES	YES	NO	NO	NO
FLEXIBLE NOSE BRIDGE	YES	YES	YES	NO	NO

ANTI-SCRATCH. ALL DAY COMFORT.



YELLOW & GRAY ANTI-SCRATCH SAFETY GLASSES

COMPETITIVE LANDSCAPE

BRAND	MILWAUKEE®	MILWAUKEE®	EDGE	RADIANS	HONEYWELL
MODEL#	48-73-2105	48-73-2100	DZ112-G2	1541	S3202
ANSI RATING	Z87.1+	Z87.1+	Z 87.1	Z87.1	Z87.1
ANTI-SCRATCH HARD COAT	YES	YES	SCRATCH RESISTANT	SCRATCH RESISTANT	SCRATCH RESISTANT
COMFORTABLE TEMPLE ARMS	YES	YES	NO	NO	NO
FLEXIBLE NOSE BRIDGE	YES	YES	YES	NO	NO

ANTI-SCRATCH. ALL DAY COMFORT.



MAGNIFIED ANTI-SCRATCH SAFETY GLASSES

COMPETITIVE LANDSCAPE

BRAND	MILWAUKEE®	HONEYWELL	JACKSON	PYRAMEX
MODEL#	48-73-220X	S3762	28621	SB1810R15
ANSI RATING	Z87.1+	Z87.1	Z87.1+	Z87.1
ANTI-SCRATCH HARD COAT	YES	SCRATCH RESISTANT	SCRATCH RESISTANT	SCRATCH RESISTANT
COMFORTABLE TEMPLE ARMS	YES	NO	NO	NO
FLEXIBLE NOSE BRIDGE	YES	NO	YES	NO

ANTI-SCRATCH. ALL DAY COMFORT.

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Nothing but **HEAVY DUTY.**°



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FOG-FREE SAFETY GLASSES

SAFETY GLASSES USER DRIVEN INNOVATION

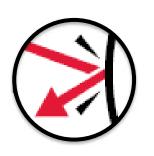
User Frustrations



Debris can get underneath safety glasses



MILWAUKEE™ Solutions

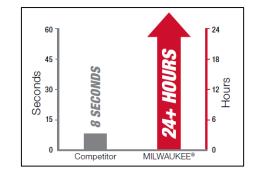


MILITARY GRADE
IMPACT PROTECTION
PROTECTS AGAINST
DEBRIS



Glasses fog forcing users to remove them





FOG-FREE LENSES
WASHABLE HIGHPERFORMANCE
ANTI-FOG COATING



Many glasses are easily scratched



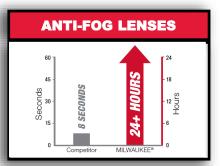


SCRATCH RESISTANT LENSES WITHSTAND JOBSITE

WITHSTAND JOBSITE CONDITIONS



CLEAR & TINTED FOG-FREE SAFETY GLASSES









- Fog-Free. All Day Comfort.
- Fog-Free Lenses
 - Coating For Lasting Fog-free Lenses
- Comfortable Temple Arms Extended Wear
- Lens Resist Scratching
- Flexible Nose Bridge
- Third Party Tested and Certified



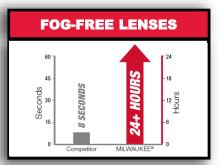




ITEM#	DESCRIPTION	BUY PK	PACKAGING	UPC
48-73-2012	SAFETY GLASSES – CLEAR FOG-FREE LENSES	6	BLISTER	0045242601868
48-73-2013	SAFETY GLASSES – CLEAR FOG-FREE LENSES	12	POLYBAG	0045242601875
48-73-2017	SAFETY GLASSES – TINTED FOG-FREE LENSES	6	BLISTER	0045242601844
48-73-2018	SAFETY GLASSES - TINTED FOG-FREE LENSES	12	POLYBAG	0045242601851



YELLOW & GRAY FOG-FREE SAFETY GLASSES









- Fog-Free. All Day Comfort.
- Fog-Free Lenses
 - Coating For Lasting Fog-free Lenses
- Comfortable Temple Arms Extended Wear
- Lens Resist Scratching
- Flexible Nose Bridge
- Yellow lenses for low light applications
- Gray lenses for indoor and outdoor applications
- Third Party Tested And Certified







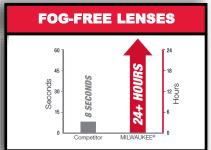
ITEM#	DESCRIPTION	BUY PK	PACKAGING	UPC
48-73-2102	SAFETY GLASSES – YELLOW FOG-FREE LENSES	6	BLISTER	0045242601844
48-73-2103	SAFETY GLASSES – YELLOW FOG-FREE LENSES	12	POLYBAG	0045242601851
48-73-2107	SAFETY GLASSES – GRAY FOG-FREE LENSES	6	BLISTER	0045242601868
48-73-2108	SAFETY GLASSES – GRAY FOG-FREE LENSES	12	POLYBAG	0045242601875



PERFORMANCE GRAY & YELLOW SAFETY GLASSES

PRODUCT SUMMARY







LIMITED LIFETIME WARRANTY

- High Impact, Fog-free Lenses
- Military Grade Impact Protection
- Fog-Free Lenses
 - Coating For Lasting Fog-free Lenses
- Lens Resist Scratching
- Comfortable Temple Arms Extended Wear
- Yellow lenses for low light applications
- Gray lenses for indoor and outdoor applications
- Third Party Tested And Certified







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ITEM#	DESCRIPTION	BUY PK	PACKAGING	UPC
48-73-2125	PERFORMANCE SAFETY GLASSES – GRAY FOG-FREE LENSES	6	BLISTER	0045242595648
48-73-2126	PERFORMANCE SAFETY GLASSES – GRAY FOG-FREE LENSES	12	POLYBAG	0045242595655
48-73-2120	PERFORMANCE SAFETY GLASSES - YELLOW FOG-FREE LENSES	6	BLISTER	0045242595624
48-73-2121	PERFORMANCE SAFETY GLASSES - YELLOW FOG-FREE LENSES	12	POLYBAG	0045242595631



FOG-FREE SAFETY GLASSES COMPETITIVE LANDSCAPE

BRAND	MILWAUKEE®	MILWAUKEE®	KLEIN	ERGODYNE	EDGE
MODEL#	48-73-2012	48-73-2017	60056	DAGR-AF	DZ111VS-G2
ANSI RATING	Z87.1+	Z87.1+	Z 87.1	Z87.1+	Z87.1
FOG-FREE LENSES	YES	YES	ANTI-FOG	ANTI-FOG	ANTI-FOG
COMFORTABLE TEMPLE ARMS	YES	YES	NO	NO	NO
SCRATCH RESISTANT	YES	YES	YES	YES	YES

FOG FREE. ALL DAY COMFORT.



FOG-FREE SAFETY GLASSES COMPETITIVE LANDSCAPE

			Votes	8	
BRAND	MILWAUKEE®	MILWAUKEE®	JACKSON	3М	EDGE
MODEL#	48-73-2102	48-73-2107	22475	SF603SGAF	DZ112VS-G2
ANSI RATING	Z87.1+	Z87.1+	Z87.1+	Z87.1+	Z87.1
FOG-FREE LENSES	YES	YES	ANTI-FOG	ANTI-FOG	ANTI-FOG
COMFORTABLE TEMPLE ARMS	YES	YES	NO	NO	NO
SCRATCH RESISTANT YES		YES	YES	NO	YES

FOG FREE. ALL DAY COMFORT.



FOG-FREE SAFETY GLASSES

COMPETITIVE LANDSCAPE

BRAND	MILWAUKEE®	MILWAUKEE®	ERGODYNE	ERGODYNE	EDGE
MODEL#	48-73-2120	48-73-2125	ODIN-AF	BALDR-AF	SK-XL112VS
ANSI RATING	Z87.1+	Z87.1+	Z87.1+	Z87.1+	Z87.1
MILITARY GRADE PROTECTION	YES	YES	YES	YES	YES
FOG-FREE LENSES	YES	YES	ANTI-FOG	ANTI-FOG	ANTI-FOG
COMFORTABLE TEMPLE ARMS	YES	YES	NO	NO	NO
SCRATCH RESISTANT	YES	YES	YES	YES	YES

HIGH IMPACT, FOG-FREE LENSES.



Safety Glasses Transition Plan



TRANSITION SUMMARY - ANTI-SCRATCH & FOG-FREE SKUS

DISCONTINUING



GOOD ANTI-SCRATCH
GOOD ANTI-FOG





USER DRIVEN PRODUCT IMPROVEMENTS
COMPETITIVE PRICING



SAFETY GLASSES

TRANSITION SUMMARY – ANTI-SCRATCH & FOG-FREE SKUS

DISCONTINUING



Glasses Style	Current Model #	Current Description	
CLEAR SAFETY GLASSES – HALF FRAME	48-73-2000	Clear Safety Glasses	
	48-73-2001	Clear Safety Glasses (Polybag)	
	48-73-2050	3PK Clear Safety Glasses	
	N/A	N/A	
	N/A	N/A	
TINTED SAFETY GLASSES – HALF FRAME	48-73-2005	Tinted Safety Glasses	
	48-73-2006	Tinted Safety Glasses (Polybag)	
	48-73-2051	3PK Tinted Safety Glasses	
	N/A	N/A	
	N/A	N/A	

NEW SKUS

New Model #	New Description	
48-73-2010	Safety Glasses - Clear Anti- Scratch Lenses	
48-73-2011	Safety Glasses - Clear Anti- Scratch Lenses (Polybag)	
48-73-2052	3PK Safety Glasses - Clear Anti-Scratch Lenses	
48-73-2012	Safety Glasses - Clear Fog- Free Lenses	
48-73-2013	Safety Glasses - Clear Fog- Free Lenses (Polybag)	
48-73-2015	Safety Glasses - Tinted Anti- Scratch Lenses	
48-73-2016	Safety Glasses - Tinted Anti- Scratch Lenses (Polybag)	
48-73-2054	3PK Safety Glasses - Tinted Anti-Scratch Lenses	
48-73-2017	Safety Glasses - Tinted Fog- Free Lenses	
48-73-2018	Safety Glasses - Tinted Fog- Free Lenses (Polybag)	