
New Product Announcement Letter



August 2017

Mike Bruneau, Business Manager

Introducing updated laser levels from PLS

PLS 3 red and green
3-Point Laser Levels

PLS 180 red green
2-Line Laser Levels

PLS 180 red and green
2-Line Laser Systems with Laser Line Detector

New Accessories: Tripod Extender, Drop Sleeve



PLS laser levels – now more rugged than ever.



PLS laser tools were developed to give contractors the ability to transfer critical layout reference lines and points for any job site task. Now, with protective drop sleeves on the PLS3 and PLS 180, our tools are tested to survive a one meter drop.

All PLS laser tools are self-leveling, compact and offer durable laser alignment. Plus, they carry a three-year warranty from the date of purchase, which covers the lasers from anything other than obvious misuse or damage.

Here is your opportunity for additional sales from stocking these newly redesigned products

For years, PLS has built a reputation for producing the most reliable layout tools in the world. Now we offering added ruggedness and survivability to our line of laser levels.

Your customers use laser levels – here’s how:

- Fast transfer of drawings to work sites – Measure the placement of light cans on the floor. Use a point laser to shine an accurate mark on the ceiling. What used to take a 2-man crew, a ladder and a plumb bob now is a fast 1-man job.
- Alignment of outlets, switches and sockets – shine a laser line in a room under construction and instantly get accurate layout marks
- Perform complex layouts fast – mark accurate horizontal and vertical points on uneven surfaces



Why PLS Wins

For customers dealing with remodeling, glazing, metal stud and wood framing, tiling and electrical layout, PLS offers laser level tools allow you to get jobs laid out faster than with manual tools.

PLS laser levels are more rugged than existing tools. They have been drop tested and proven to survive a one meter drop. Competitive products often fail the first time the customer accidentally drops the tool during normal on-the-job handling.

The self-leveling gimbal gives you accurate reference lines (or points) almost instantly, unlike competitive solutions that are slow to settle.

PLS laser levels last longer and help you do your job with precision the first time.

Users and Applications

Who uses them?	What are they used for?
<ul style="list-style-type: none"> • Remodelers 	<ul style="list-style-type: none"> • Choose from an assortment of PLS laser tools to determine existing conditions and lay out cabinetry fixtures, backsplash, mirrors, lights, tile, windows and more.
<ul style="list-style-type: none"> • Glaziers 	<ul style="list-style-type: none"> • The PLS 180 is designed for layout of control points and lines in outdoor conditions and bright sunlight as well as interior jobsites.
<ul style="list-style-type: none"> • Metal stud and wood framers 	<ul style="list-style-type: none"> • Lay out and install track for commercial or residential projects. Place your PLS laser directly over the outside edge of your bottom and top track.
<ul style="list-style-type: none"> • Electricians 	<ul style="list-style-type: none"> • With a PLS laser and a little thought you can reduce your layout time dramatically. Use your PLS 3, PLS 4, or the PLS 180 laser to determine reference points and lines down and up for each light, per dimensioned plans. How much time would it take you to lay out 50 lights in a vaulted ceiling with two people and a plumb bob? Install conduit, raceways, fixtures, and more.
<ul style="list-style-type: none"> • Tilers 	<ul style="list-style-type: none"> • Get a perfect square for floor and tile layout.

Ordering Information

Part #	SKU	Description	U.S. MSRP
4913997	PLS-60523N	PLS 3 Tool	\$191.00
4914007	PLS-60595N	PLS 3 Green Tool	\$269.00
4914018	PLS-60521N	PLS 180 Tool	\$266.00
4914029	PLS-60522N	PLS 180 System w/ SLD	\$356.90
4914052	PLS-60596N	PLS 180 Green Tool	\$359.00
4914076	PLS-60619N	PLS 180 Green System w/ Green SLD	\$459.00
4915098	PLS-20334N	PLS-3/PLS-180 POUCH	\$7.50
4914196	PLS-21500	PLS 3 DROP SLEEVE	\$15.00
4914205	PLS-21501	PLS 180 DROP SLEEVE	\$15.00
4919812	PLS-21502	Tripod Extender for PLS3/1802	\$ 5.00
4919963	20679N	ETN PLS 3 REPLACEMENT TOOL	\$127.00
4919974	20681N	ETN PLS 180 REPLACEMENT TOOL	\$ 165.00
4919988	21261N	ETN PLS 3 GREEN REPLACEMENT TOOL	\$ 229.00
4919995	21262N	ETN PLS 180 GREEN REPLACEMENT TOOL	\$ 295.00

Product Differences

Green lasers (both point to point and continuous line) are up to three times more visible. Red lasers use less battery power than green lasers.

PLS continuous line lasers systems (both green and red) provide a broad field of view, showing horizontal lines across a full 180 degrees left and right, vertical lines across a full 180 degrees up and down, or both at the same time. Line lasers can also be used with a laser line detector. The detector is used in brighter ambient light environments where the laser line is not easily visible to the naked eye.



Items Included with Instrument

Product	Description
PLS 3 Tool	PLS 3 Laser Unit (including drop sleeve), Carrying Pouch, Operating Manual, Floor Stand, Magnetic Wall Bracket, 3 AA Batteries
PLS 3 Green Tool	PLS 3 Green Laser Unit (including drop sleeve), Carrying Pouch, Operating Manual, Floor Stand, Magnetic Wall Bracket, 3 AA Batteries
PLS 180 Tool	PLS 180 Laser Unit (including drop sleeve), Carrying Pouch, Operating Manual, Magnetic Wall Bracket, Tripod Extender, 3 AA Batteries
PLS 180 System w/ SLD	PLS 180 Laser Unit (including drop sleeve), Carrying Pouch, Operating Manual, Magnetic Wall Bracket, Tripod Extender, 3 AA Batteries, Red SLD Detector
PLS 180 Green Tool	PLS 180 Green Laser Unit (including drop sleeve), Carrying Pouch, Operating Manual, Magnetic Wall Bracket, Tripod Extender, 3 AA Batteries
PLS 180 Green System w/ Green SLD	PLS 180 Laser Unit (including drop sleeve), Carrying Pouch, Operating Manual, Magnetic Wall Bracket, Tripod Extender, 3 AA Batteries, Green SLD Detector

Service Plan and Warranty

3-year best in class warranty gets your customers back to work fast. It's best-in-class because of the 3-year duration and the ease of use for customers to take advantage of a no-hassle over the counter exchange. Dealer backfill request with simple form submitted directly to PLS for either credit or replacement products.

Introduction Schedule

- a. Open for orders: August 24th, 2017 (two-week ATP)
- b. Public Announcement August 24th, 2017
- c. Public Embargo: September 5th, 2017

Tried and True While Supplies Last PLS Stocking Incentive

Get a 10% rebate on the original PLS 3 and PLS 180 while supplies last! Offer only valid August 28th – September 15th or until stock runs out – whichever comes first. No order minimum and no limit.

PLS Stocking Incentive

Get a 10% rebate when you order 24 or more select PLS Lasers! Offer only valid August 28th- September 29th. Valid for all PLS Laser except FT90, PLS 360, PLS 480, PLS 3 and PLS 180.

PLS Customer Appreciation Event



Customers can receive a free gift with a PLS purchase of \$200 or more by taking advantage of the PLS Customer Appreciation Event! This event ends September 30th!

Customers can redeem online fast and easy by clicking the 'Redeem online' button on the PLS Customer Appreciation redemption page found [here](#).

MARKETING COMMUNICATION TOOLS:

A suite of tools has been created for your use when preparing for customer meetings, educating yourself on the products, and to leave with your customers.

The collateral is designed to address the needs of both customers who are ready to purchase and those who require additional information to make a purchase decision. A list of the materials developed for this campaign follows, but we encourage you to regularly check www.fluke-launch.com because we will be adding to the asset suite.

Asset	Description	Format
Datasheet for the PLS 180	Complete list of features, benefits and specifications	PDF
Datasheet for the PLS 3	Complete list of features, benefits and specifications	PDF
Photography	Beauty shots and application images	JPG
Press release	For use by channel partners	DOCX
External Web Banners	Web banners in various sizes, for use on channel partner web sites.	JPG
Catalog copy	Summary text for use by channel partners in catalogs and on channel partner web sites	DOCX
Launch Email	HTML email template for channel partners to customize links and send to their email lists	HTML
Print Advertisements	For use in trade publications	PDF

Thanks for your support. Have fun selling these exciting Laser Levels. Fluke performed extensive testing on them and we know how much your customers are looking forward to them.

Best,
Fluke Facilities & Infrastructure Team
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