

# Cool|New Tool

## PowerPlay™ Multi-Tools



### WHAT'S SO COOL ABOUT IT?

- **EVERYTHING!** Seriously.
- It was designed **specifically** for datacomm, telecom & electrical professionals.
- We co-developed it with legendary knife and tool maker SOG Specialty Knives (they make the tools the Navy Seals use) to be the ultimate in quality & utility.
- It is the only multi-tool that can do it all - install an electrical, phone or data outlet or light switch because it cuts, it strips, it twists, it punches.
- Premium engineering – you'll feel the difference!

### WHO NEEDS THIS TOOL?

- The better question is **WHO DOESN'T WANT ONE?** These tools are useful to any electrician, datacomm installer, telecom technician or IT manager.
- **Everyone** can use this tool! It was designed for professional telecommunications, datacommunications, and electricians specifically with their tool needs and applications.
- One of the main reasons **the tool is so perfect** for these applications is that we worked with these cable and wire professionals to determine what is needed daily along with what's needed occasionally.
- On the marketing side, we have worked with web designers, graphic artists, packaging designers and they **all want** this tool **even though they will use just a couple of things on the tool.**

### WHO'S THE COMPETITION?

- **It doesn't exist!** PowerPlay is only available from Paladin Tools.
- PowerPlay is the **ONLY** one designed specifically for electrical & communications applications.
- Mass market brands Leatherman® and Gerber® are **inferior in quality** and **lack the tools** electricians and datacomm/telecom installers need.

# PowerPlay™

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**Paladin Tools®**