Fiskars new Axe range

Striking durability
Fiskars Axe History

- At the time Billnäs Ruukki (acquired by Fiskars year 1927) was founded year 1641, the Thirty Year’s war was fought in Europe creating a big demand for battle axes. The Company saw the potential - axes was one of the first product categories to be produced.

- After hundreds of years of traditional ways of making axes, the company started to develop modern production technologies year 1888. The production capacity was appr. 30 axes/ hour including 36 forging steps. The first Axe catalogue was printed the same year.

- 100 years later (1988) was again time for evolution and revolution of production technology; the first Fiskars axe with injection mould fibre glass handle was brought to the market.

- After producing 10 mil. Pcs. of axes with fibre glass handles, it is time to introduce the New Axe generation year 2010.
The next evolution of Axe craftsmanship is introduced. The learnings from 20 years of advanced production technology has resulted in a more improved process, ensuring homogenous quality.

Key improvements compared to existing Fiskars axes:

- New blade geometry
- Shaft marking/naming
- Improved process control
- SoftGrip™
- New sheath
Reddot Design Award

reddot design award
best of the best 2010

FISKARS®
Patents Pending

Design Patents
• For protection of the appearance of the product
• Europe: *Community Design* pending
• US: *Design Patent* pending

Technical Patents
• For protection of the way the product or manufacturing process works
• According to the Fiskars IPR strategy we have started the procedure to patent our new axe manufacturing process
• As a first step we have filed for a *National patent* covering Finland
• The patent will eventually cover all vital market and manufacturing areas within Europe, North America and Asia

Protection of Trade Secrets
• The new axe product (blade and shaft) and manufacturing process have been developed during the past years to a highly specialized level.
• To preserve these details the production of the axes is kept in-house.

FISKARS®
The Fiskars axe blade

- Special carbon steel
  => forged into the mould
  => easy to sharp

- Precision ground blade edge
  => edge of chopping axes 30°
  => edge of splitting axes 30° - 40° on the convex cutting edge in NEW!
  order to make the edge less sensitive to fracture

- New geometry of blades
  => rounder edges of form of splitting axes makes it easier to remove the axe from the log when splitting
  => special blade shape of carpenter’s axe X10 and forest axe X15 for better performance in special tasks
The Fiskars axe blade

• Double hardening of blades; blade body 48HRC, blade edge 55HRC
  => optimize strength of blade in demanding use

• PTFE coating of blades
  => reduce friction with 25%
  => protects blade from rusting

• Center gravity balance on the blade end
  => more efficient splitting performance
  => better balance for safe work

• The poll (hammer head) can be used when hitting plastic, wooden or aluminum wedge. Never hit steel against steel
The Fiskars axe shaft

• FiberComp™ shaft
  => strong, durable and light
  => does not react to different weather condition such as dryness, moisture etc.

• Handle with SoftGrip™ elastic surface material
  => integrated part of handle through new production technology
  => shock absorbing
  => comfortable grip that allows easy sliding
  => end of handle hooked for safe use (axe will not slip out of hand)

• Injection mould handle
  => blade of axe will not fall off since plastic cheek makes a “lock” around the blade
The Fiskars axe sheath

- Protects blade when carrying or storing
- Secure lock is easy to open and close
- Comfortable grip for carrying
- Elegant and optimized design
- Models X7, X10, X11, X15, X17, X25 (X5 has a Canvas Sheath).
- Sheath for Brush hook X3 as before – will be updated later
Naming on shaft

NEW!

X + number referring to the weight of the axe

Symbol showing type of axe (universal axe, splitting axe, brush hook)

Information about Fiber composite handle material
# Safety Icons

<table>
<thead>
<tr>
<th>ICON</th>
<th>NAMING</th>
<th>METHOD</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Safety glasses icon" /></td>
<td>Safety glasses needed</td>
<td>Sticker &amp; Etching</td>
<td>On product</td>
</tr>
<tr>
<td><img src="image" alt="Safety wear icon" /></td>
<td>Safety wear needed</td>
<td>Sticker</td>
<td>On product</td>
</tr>
<tr>
<td><img src="image" alt="Do not lever" /></td>
<td>Do not leverage axe shaft to remove from log</td>
<td>Sticker</td>
<td>On product</td>
</tr>
<tr>
<td><img src="image" alt="Do not beat" /></td>
<td>Do not beat with sledge hammer</td>
<td>Sticker &amp; Etching</td>
<td>On product</td>
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</table>

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<tbody>
<tr>
<td><img src="image" alt="Protective footwear" /></td>
<td>Protective footwear</td>
<td>Etching</td>
<td>On sheath</td>
</tr>
<tr>
<td><img src="image" alt="Do not beat" /></td>
<td>Do not beat with back of axe</td>
<td>Etching</td>
<td>On sheath</td>
</tr>
<tr>
<td><img src="image" alt="10 metre safety distance" /></td>
<td>10 metre safety distance</td>
<td>Etching</td>
<td>On sheath</td>
</tr>
<tr>
<td><img src="image" alt="German GS certification" /></td>
<td>German GS certification</td>
<td>Sticker (to be added)</td>
<td>On sheath</td>
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</tbody>
</table>

**On Product**
- Sticker on back of axe, covered by sheath
- Inside of sheath
- Back of sheath

**On Sheath**
- Inside of sheath
- Back of sheath
The Assortment of Universal/Chopping Axes

**X5** 121121
For hikers and outdoor people. A small, light axe that can be easily carried inside your pack or your belt.
Lenght 228 mm; Blade weight 390 g; Total 480 g

**X7** 121420
For universal cutting task. For campers, hikers and outdoor people, for car, boat, holiday use
Lenght 355 mm; Blade weight 470 g; Total 640 g

**X10** 121440
For all chopping tasks. For carpenters who make carving, house builder, house owners.
Lenght 440 mm; Blade weight 760 g; Total 980 g

**X15** 121460
Forest axe. Specially for forest work. Wide and slim blade helps cutting branches of fresh wood. For limbing trees.
Lenght 600 mm; Blade weight 1046 g; Total 1520g
The Assortment of Splitting Axes

**Splitting Axe**
For splitting logs for firewood
Different sizes for different sizes of logs

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Length</th>
<th>Blade Weight</th>
<th>Total Weight</th>
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<tbody>
<tr>
<td>X11</td>
<td>For splitting small logs and chopping firewood. Can be called one hand splitting axe.</td>
<td>440 mm</td>
<td>840 g</td>
<td>1075 g</td>
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<tr>
<td>X17</td>
<td>For splitting middle size logs.</td>
<td>600 mm</td>
<td>1086 g</td>
<td>1570 g</td>
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<tr>
<td>X25</td>
<td>For splitting big logs</td>
<td>720 mm</td>
<td>1830 g</td>
<td>2430 g</td>
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<tr>
<td>X27</td>
<td>Longer shaft for heavy splitting duties</td>
<td>915 mm</td>
<td>1830 g</td>
<td>2600 g</td>
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</tbody>
</table>
Brush Hook

For trimming trees and thinning out thicker branches
Length 505 mm; Weight 450 g
Fiskars Axe packages

- New Fiskars logo
- New visual product package showing product in use
- Common visual identity presenting the whole Fiskars Axe range
Fiskars Axe packages

• Information is portrayed through visualizations