

# 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

# Fiskars new axe range

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:**



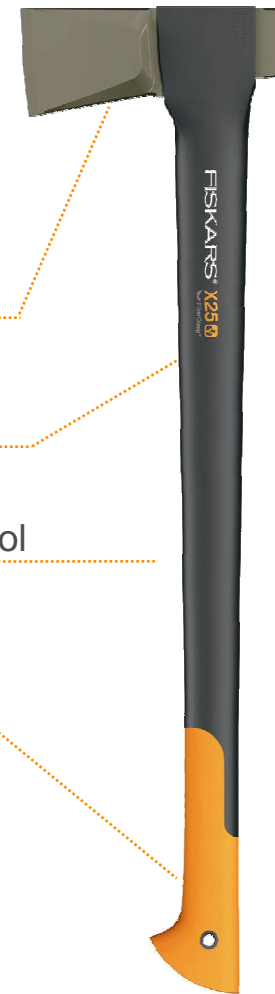
New sheath

New blade geometry

Shaft marking/ naming

Improved process control

SoftGrip™



**FISKARS®**

# Reddot Design Award



red**dot** design award  
best of the best 2010

**FISKARS**<sup>®</sup>

# Patents Pending

## Design Patents

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

## Technical Patents

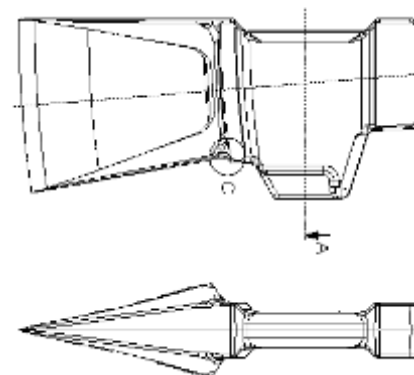
- For protection of the way the product or manufacturing process works
- According to the Fiskars IPR strategy we have started the procedure to patent our new axe manufacturing process
- As a first step we have filed for a *National patent* covering Finland
- The patent will eventually cover all vital 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.

# The Fiskars axe blade

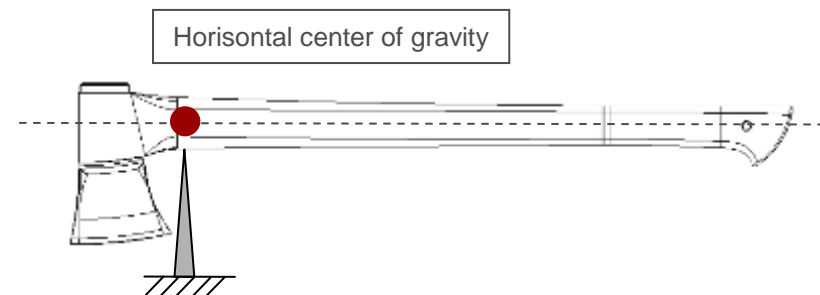
- Special carbon steel
  - => forged into the mould
  - => easy to sharp
- Precision ground blade edge
  - => edge of chopping axes  $30^{\circ}$
  - => edge of splitting axes  $30^{\circ} - 40^{\circ}$  on the convex cutting edge in order to make the edge less sensitive to fracture **NEW!**
- New geometry of blades **NEW!**
  - => 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



**FISKARS®**

# 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)

**NEW!**

- Injection mould handle

- => blade of axe will not fall off since plastic cheek makes a “lock” around the blade



# The Fiskars axe sheath

**NEW!**

- 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

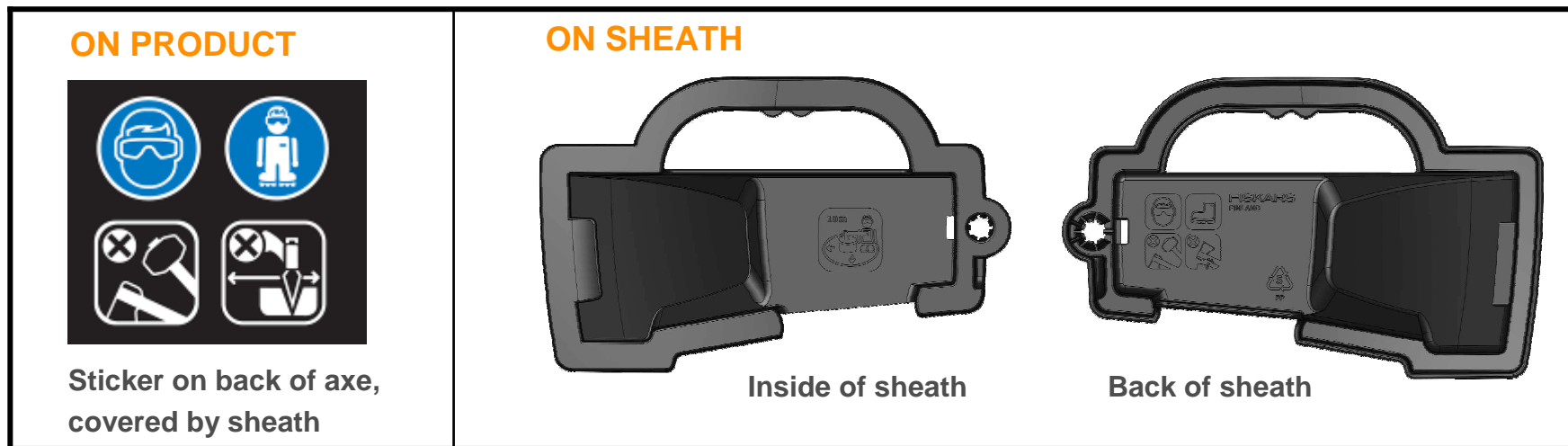






# Naming on shaft



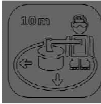

**NEW!**



# Safety Icons



ICON	NAMING	METHOD	LOCATION
	Safety glasses needed	Sticker & Etching	On product
	Safety wear needed	Sticker	On product
	Do not leverage axe shaft to remove from log	Sticker	On product
	Do not beat with sledge hammer	Sticker & Etching	On product

ICON	NAMING	METHOD	LOCATION
	Protective footwear	Etching	On sheath
	Do not beat with back of axe	Etching	On sheath
	10 metre safety distance	Etching	On sheath
	German GS certification	Sticker	On sheath (to be added)

# 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.

Length 228 mm; Blade weight 390 g; Total 480 g



**Universal /Chopping Axe**

For all wood craft, carpenterwork, cutting, logging



**X7**  121420

For universal cutting task. For campers, hikers and outdoor people, for car, boat, holiday use

Length 355 mm; Blade weight 470 g; Total 640 g



**X10**  121440

For all chopping tasks. For carpenters who make carving, house builder, house owners.

Length 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.

Length 600 mm; Blade weight 1046 g; Total 1520g



**FISKARS®**

# The Assortment of Splitting Axes



122440 **X11** 

For splitting small logs and chopping firewood. Can be called one hand splitting axe.

Lenght 440 mm; Blade weight 840 g;  
Total 1075 g



122460 **X17** 

For splitting middle size logs.

Lenght 600 mm; Blade weight 1086 g;  
Total 1570 g



122480 **X25** 

For splitting big logs

Lenght 720 mm; Blade weight 1830 g;  
Total 2430 g



122500 **X27** 

Longer shaft for heavy splitting duties

Lenght 915 mm; Blade weight 1830 g;  
Total 2600 g

## Splitting Axe

For splitting logs for firewood

Different sizes for different sizes of logs



# Brush Hook



126003

X3 

For trimming trees and thinning out thicker branches  
Lenght 505 mm; Weight 450 g

Brush Hook

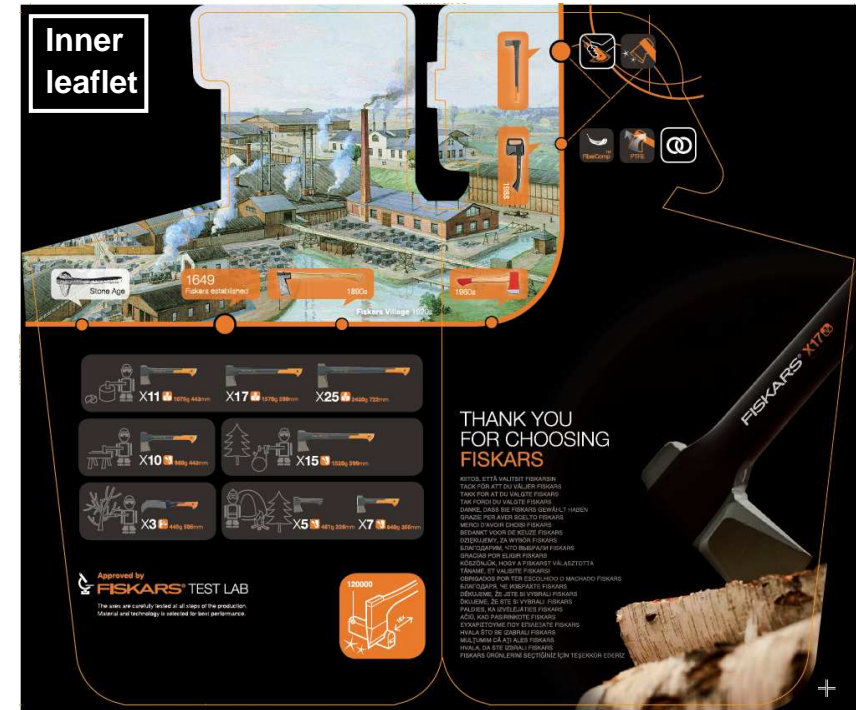
For trimming trees and thinning out thicker branches



FISKARS®

# Fiskars Axe packages

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



FISKARS®

# Fiskars Axe packages

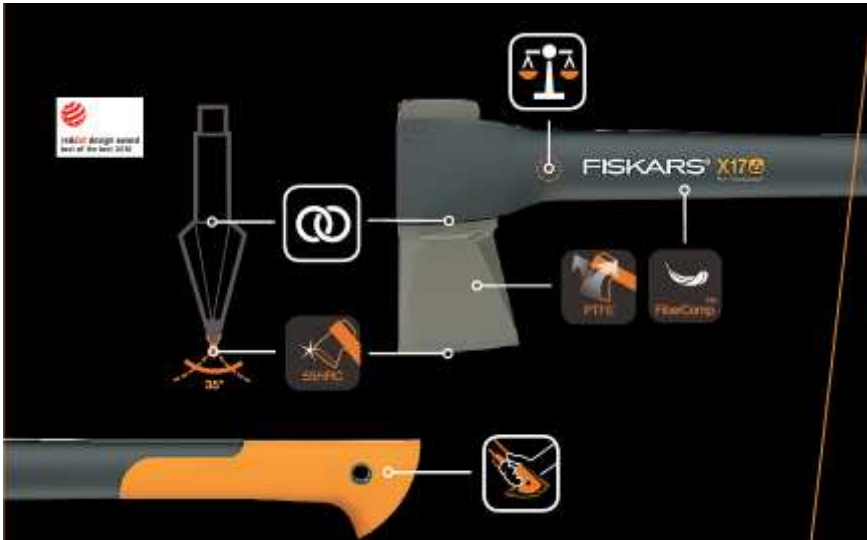
- Information is portrayed through visualizations






**X17**



 FiberComp™  
 PTFE  
  
 +50 -50

122460 ↔ 599mm 1570g



  
 FISKARS X17®  
 PTFE  
 FiberComp™  
  
 +50 -50

 <p><b>X11</b> 1075g 443mm</p>	 <p><b>X17</b> 1570g 599mm</p>	 <p><b>X25</b> 2430g 722mm</p>
 <p><b>X10</b> 980g 443mm</p>	 <p><b>X15</b> 1520g 599mm</p>	
 <p><b>X3</b> 445g 505mm</p>	 <p><b>X5</b> 481g 228mm</p>	 <p><b>X7</b> 640g 355mm</p>

**FISKARS®**

**X5**



 FiberComp™  
 PTFE  
  
 +50 -50

121460 ↔ 228mm 481g

**FISKARS®**