

LASERS, LEVELS AND MEASUREMENT

NEW TOOLS AND A NEW PLAYER ENTER THE MARKET

Continually advancing technology, greater ease of use and lower prices are driving the ongoing adoption of laser tools on the job site. Bluetooth and wi-fi enabled connectivity is accelerating growth in this sector. These nine major manufacturers are at the forefront of exceptional new technologies.

DEWALT/STANLEY

DEWALT introduces new self-leveling professional lasers to its 12-volt rechargeable Lithium-ion platform. The model DW088 Cross Line laser and model DW089 Triple 360 include self-leveling capabilities and project multiple lines to aid in full room layouts. They also include a locking pendulum which restricts movement of internal components and protects the lasers from potential damage when not in use.

"Each laser has an IP65 water/debris resistance rating and can withstand a 1.5- to 2-meter drop test," states Dustin Prevete, product manager. "In addition, integrated magnetic brackets mounted from the rear allow the lasers to evenly attach to metal and steel materials. Both lasers offer the unique Lithium-ion green beam option to provide a larger working range and improve interior and exterior visibility.

The Model DW089 Triple 360 laser is distinguished by its ability to project 360° of coverage, wall to wall, ceiling to floor. It features two 360° vertical lines front to back and side to side, and one 360° horizontal line from top to bottom. The Triple 360 laser also offers red and green Lithium-ion beams.



DEWALT's model DW089 Triple 360 laser projects 360° of coverage, wall to wall, ceiling to floor. The STANLEY Smart Measure Pro works with your smart phone's camera via Bluetooth to deliver accurate measurements of areas that you photograph.

"The STANLEY Smart Measure Pro interacts with your smart phone via Bluetooth and app to deliver accurate measurements of areas photographed in images taken on the device," Prevete adds. "The Smart Measure Pro provides multiple solutions and is ideal for anyone who wants to save time and complete more than one job at once."

Simply pair a mobile device to Smart Measure Pro, connect to the Smart Measure Pro app, snap a picture, and identify what should be measured in the image. The Smart Measure Pro will feature a built-in calculator, and in addition to that, the user can also review, store and share accurate measurements. The Smart Measure Pro also features an internal Lithium-ion battery and is equipped with a traditional USB cable for charging.

BOSCH

In the growing market for measuring tools, ease of use is the new doorway to greater efficiency. Combined with lower-than-ever prices, it makes the technology attainable for more users, letting them save time and money.

"A great example can be found in the Bosch GLM 50 C laser measure," says Olivier Vareille, group product manager, measuring tools. "It offers a backlit color display with large numbers to easily see measurements, and full-word descriptions from its array of features. It's also extremely precise with an accuracy of 1/16 inch and an overall range of 165 feet."

In addition to those user interface enhancements, the GLM 50 C features Bluetooth functionality. Users can digitally transfer measurements to a smart phone or tablet and easily organize, document and transfer information using free Bosch apps. The Measure & Document app

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The GLM 50 C laser measure from Bosch has a backlit color display with easy-to-read numbers and is extremely precise with an accuracy of 1/16 inch and an overall range of 165 feet.



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offers a simple and quick way of including measurements in pictures, while the FloorPlan app lets the user quickly draw accurate blueprints.

“Rotary lasers also have seen an increase in both ease-of-use and functionality,” continues. “The Bosch GRL 500 HCK offers a two-in-one LR 50 receiver/remote and integrated theft deterrence, which is designed to increase job site efficiency and decrease theft concerns.”

With its large backlit display, the LR 50 lets the user easily control such advanced features as fully automatic slope or grade-matching.

“Whether it’s determining room volume fast or ensuring precision in exterior leveling, functional affordability is the key ingredient. Users have come to demand it.”

CALCULATED INDUSTRIES

Since 1978, Calculated Industries (CI) has been designing and building a wide array of builders’ tools, including laser measures and other measuring tools. The company’s new Laser Dimension Master 130 has an intuitive color display and is an easy-to-use indoor laser that would measure up to 130 feet.

“We recently introduced our AccuMaster measuring tools, including a nine-inch Waterproof Digital Torpedo Level for precision leveling and angle detection in harsh working environments,” says Mark Paulsen, vice president marketing. “It’s IP67 certified and can be used in wet or dusty conditions from -4 F to +140 F.”



The level has a bright, easy-to-read display that always reads right-side-up for easy reading of overhead measurements and a magnetized base so it can be used on conduit, pipes and metal structures.

Calculated Industries’ latest AccuMaster innovations include the IP67-rated model 7200 digital torpedo level and the model 7434 2-in-1 Digital Angle Gauge for checking angles on saw blades and other precision tools.

Calculated has also released a new 2-in-1 Digital Level and Angle Gauge for woodworkers, welders, and fabricators. It has a magnetized base and a large, bright reversible display that is ideal for checking or setting angles on saw



Milwaukee/Empire’s new framing and rafting square line is laser etched for a long life of easy readability. Milwaukee’s new premium tape measures focus on durability with nylon bond blade protection and five-point reinforced frames.

blades, jointer fences, sharpening planes, drill press and band saw tables and bevels.

“The Construction Master Plus EZ is an addition to our construction calculator line that prompts the user to quickly solve problems. If a measurement changes, you can just scroll back to it, enter the new value and resolve the problem.”

MILWAUKEE TOOL/EMPIRE LEVEL

Since acquiring Empire Level in 2014, Milwaukee has been busy integrating the line into the Milwaukee family. Now the first new products are rolling out.

“The modern job site is focused on speed, quality and safety,” begins Ryan Schwoegler, senior product manager. “For the Laser, Level & Measurement category we are looking at ways to make tools more productive through application-specific designs, more durable and robust products and additional functionality that makes our user more relevant on the job site.

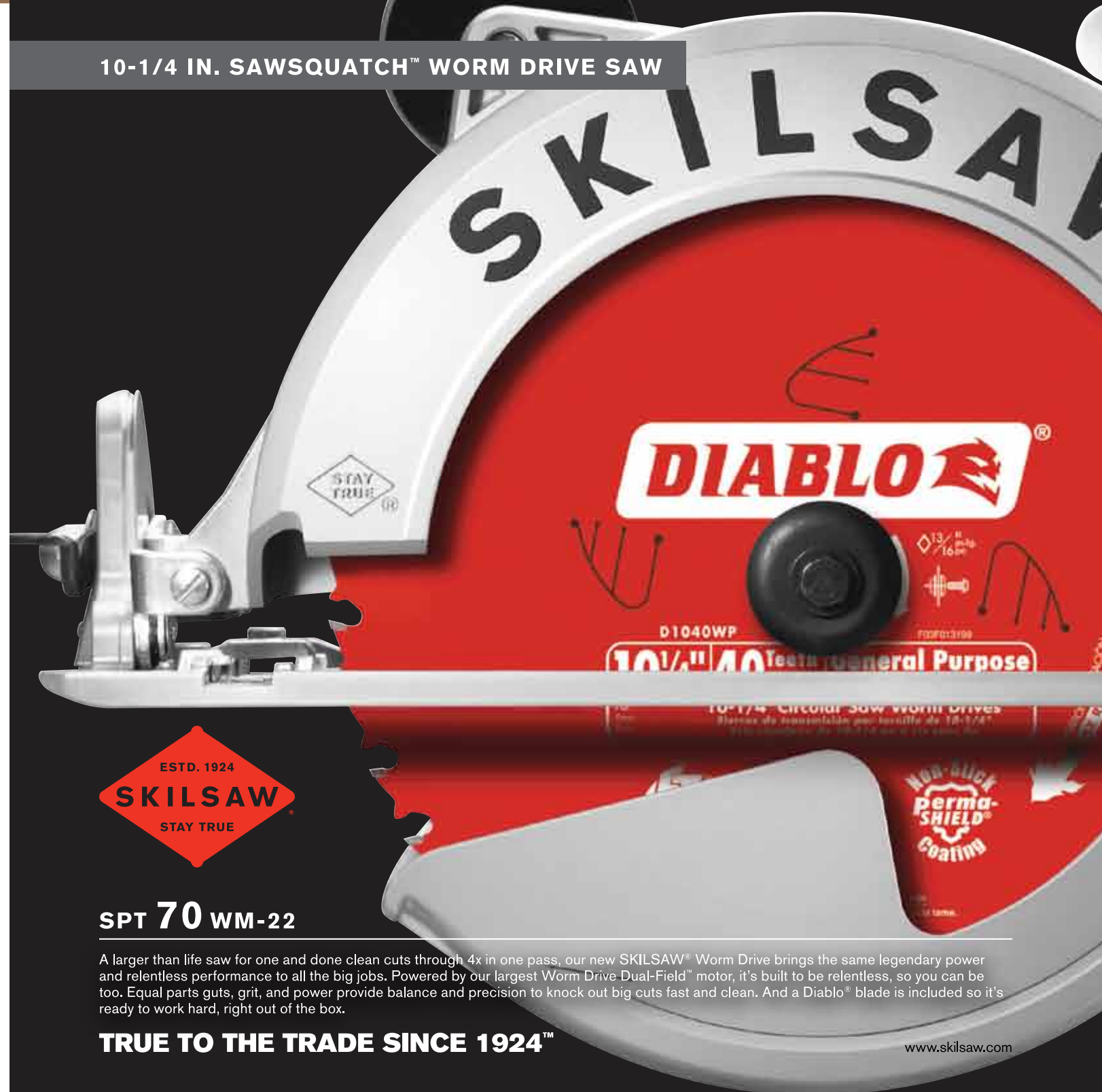
“Our launch of Empire Laser Etched Framing & Rafter Squares is an example of our commitment to the user and trends on the job site. The permanent laser etched markings provide increased functional life, and the high definition markings make the square easier to read in all job site lighting conditions. We will continue to focus on innovation within the Laser, Level and Measurement Tool category and our user-focused approach will drive the solutions we provide.”

Speaking for Milwaukee brand products, group marketing manager Brandon Miller notes that with the recent boom in new housing starts, and industrial construction on the rebound, Milwaukee is experiencing rapid growth in its tape measure line.

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"Construction workers are staying busy, and as a result, they are going through tape measures more often due to heavy use," Miller says. "Professional users with more disposable income are increasingly finding value in the premium tape measure category because their investment will last much longer with the added durability features.

"Milwaukee is leading the premium space with the world's most durable tape measure," Miller states. "Using proprietary Nylon Bond Blade Protection and five-point reinforced frames for drop protection, Milwaukee tape measures will give users up to 10 times the life vs. the competition."

MAKITA

"Listening to and working with professional users on job sites is what drives Makita to engineer and build the most innovative products in the world," begins David Fernandez, product manager, metalworking and concrete products for Makita. "On job sites there is a constant effort to raise productivity, and contractors are seeking tools that help them solve problems and make them more efficient in every application. Now, Makita is



FERNANDEZ

Makita is preparing to rock the laser category with its new SK103PZ Self Leveling Combination Cross-Line/Point Laser and two new laser distance measures with ranges of 164 and 262 feet.



giving contractors solutions for various stages of construction with versatile new laser instruments."

The Makita Self-Leveling Combination Cross-Line/Point Laser (SK103PZ) gives contractors one instrument for all laser needs within a 50-foot distance range requirement. It provides all possible reference lines required in leveling, aligning, plumbing and squaring. The Combination Cross-Line & Point Laser capability eliminates the need to invest in various multi-directional laser types that would otherwise have to be purchased and handled separately.

The laser line fan length spans well past the 90-degree point position to provide a 180-degree horizontal line and 120 vertical line for full reference line coverage. The SK103PZ has a line and point accuracy of +/- 1/8-inch error rate at 30 feet. Its durability features include rubber over-molding, laser glass inset and a pendulum lock to protect the laser diode during storage, and allows for sloped applications.

"Makita has also released two new distance measuring instruments with a Laser Distance Measure 164, model LD050P, and Laser Distance Measure 262, model LD080P," Fernandez adds. "The LD050P has a distance operating range of up to 164 feet with an accuracy of +/- 5/64 inch. It provides both unit standards of measurement and seven measurement functions. The longer-range LD080P has a range of 262 feet with an accuracy of +/- 1/16 inch, with both unit standards of measurement and nine measurement functions for maximum versatility."

Both instruments are equipped with an industry standard Type 635nm/Class II Laser with up to 5,000 hours of run time on a single charge (AAA batteries sold separately).

Johnson Level is raising the bar in levels with its new Ultra Level line which is accurate to within 0.3 millimeters per meter, a claimed 40 percent improvement over the current best in class.



JOHNSON LEVEL

"Johnson Level & Tool Mfg. Co., Inc. is the leading manufacturer and marketer of 'Job Site Tough' professional quality spirit levels, lasers and construction measuring tools," begins John Dwyer, vice president of sales and marketing. "Johnson Level is proud to introduce at



DWYER

STAFDA 2015, the ULTRA LEVEL, the most accurate level in the world, and 40 percent more accurate than all other levels."

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Spectra Precision's new HL760 digital readout receivers feature Fingerprinting — the receiver will only accept the beam of the paired laser and dismiss laser strikes from other lasers on the job site.

"The standard for level accuracy has been shattered," Dwyer continues. "Until now, the most accurate levels available had a maximum accuracy of 0.5 millimeters per meter. Johnson's new ULTRA LEVEL has an accuracy of 0.3 millimeters per meter in the standard position, a 40 percent improvement, and comes with Johnson's lifetime level guarantee."

The key to achieving this highest level of quality is a precision milled, solid block acrylic vial, the heart of the level. While some box beam level makers remove quality by not using block vials, every Johnson box beam level has 100 percent block vial construction and is designed to pass Johnson's rigorous quality tests.

Johnson Level employs patented and proprietary technologies to develop highly accurate and durable layout

and leveling tools for construction projects on the job site. The company's global customer base includes contractor supply outlets, tool distributors and hardware retail. Johnson Level is headquartered in Mequon, Wisconsin.

"Please stop by Johnson's STAFDA booth, number 1103, to learn more about what it takes to make a great level," Dwyer invites.

SPECTRA PRECISION

"It has been 50 years since Bob Studebaker invented the first laser level and since then, Spectra Precision has been leading the way with laser technology for construction professionals," states Simon Hyatt, product marketing manager, Spectra Precision. "With a history of industry 'firsts' for half a century, one could say that Spectra Precision invented the laser business. Products such as the QML800 Quick Mark Layout system and DR400 DigiRod have demonstrated that Spectra Precision is still leading the way with innovation."



The 50th anniversary year for Spectra Precision has been a busy one, having launched six new rotating lasers for use on the job site, a QML800 Quick Mark Layout system for drywall and interior layout and the LT58 green beam ceiling laser.

New functions such as "Fingerprinting" have been very well received on today's busy job sites.

"Fingerprinting is a new feature that is incorporated into the HL760 digital readout receivers," Hyatt adds. "When paired to one of our new generation lasers, it will only accept the beam of the paired laser and dismiss laser strikes from other lasers on the job site. This is a common issue today as lasers are being used on more job sites than ever before."

Spectra Precision is also launching two new apps for its customers. The first provides a product selection guide and allows users to download product videos, manuals and other product information. The other is a new electronic field book that can be used with auto-levels to eliminate math errors and record all the readings.

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Wheeler-Rex will be exhibiting a new Demo Van at the STAFDA Show this fall in Phoenix, Arizona!!



Stabila's LA180L Layout Station features radio frequency communication and auto alignment with the receiver, a unique plumb point up-and-down feature and one man-operation.

STABILA

"Contractor demand remains consistent — speed, accuracy and one person operation for cost savings," observes Darrell Hammond, Stabila national sales manager. "End-users are moving up to hybrid or premium pouch lasers that combine dot and lines. They do not want 24- or 36-month product platform changes."

This fall, Stabila's new laser Layout Station, model LA180L, has a unique plumb-point up-and-down feature, simple one-man operation, auto alignment with the receiver, fits into a corner and projects lines on the floor, wall and ceiling. The LA180L features radio frequency which provides enhanced speed and accuracy between the transmitter (laser) and the receiver. The laser seeks the receiver

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and will sweep three times to lock into the receiver's hot spot to provide the best accuracy.

"Another very practical Stabila tool for improved speed and accuracy is the XTL series of levels," Hammond adds. "This category development was demanded by two major door and window manufacturers. The 26- to 40-inch version extends to fit all header and sill needs and yet is compact enough for easy transport. The 48- to 79-inch version works as a jamb level for doors and larger window applications. It really is a great addition to our very popular plate level series."

LEICA GEOSYSTEMS

Leica Geosystems has long been recognized as an innovator in laser measuring, aligning and layout solutions for the construction industry. Leica's newest laser distance meter, the Leica DISTO S910 is the first laser distance measurer that captures multiple, accurate measurements in three dimensions from a single location, radically improving the efficiency of common measuring tasks.

The S910 makes it possible to measure the tie distance between two points, even if the target is hundreds of feet away. Simply shoot point one, then point two, and the DISTO S910 displays the distance between them. Users can also shoot the corners of any polygon to determine the area of walls, floors or complex roof shapes.

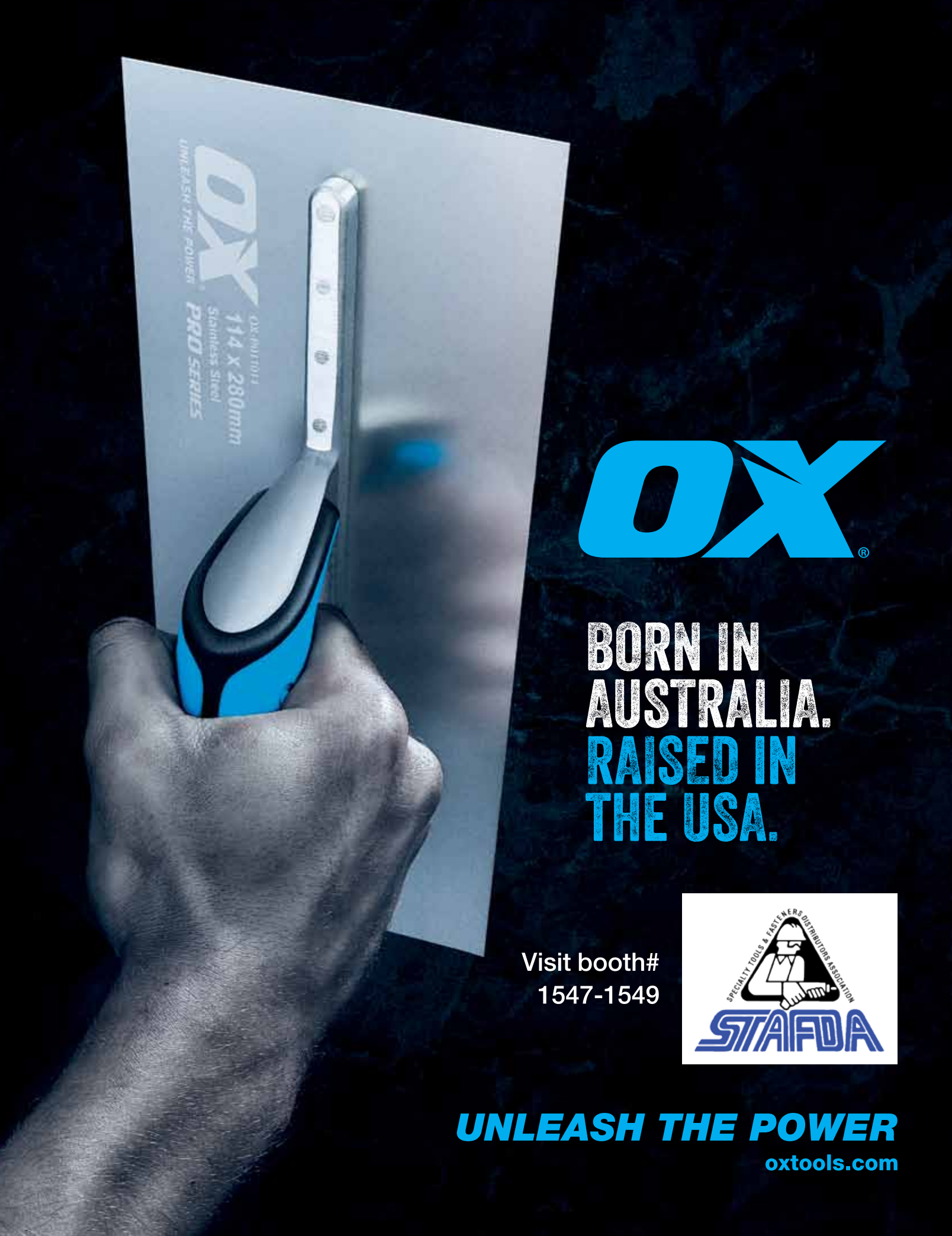


SMITH

"The DISTO S910 also allows for data transfer via Bluetooth or Wi-Fi," explains Stephen Smith, business development manager for DISTO. "In fact, we have developed a plug-in for AutoCAD that makes it possible to transfer 3D measurements into a live CAD environment."

"In general, we have continued to observe the continued acceptance of lasers onto job sites. Any time something needs to be measured, aligned, plumbed, leveled or squared — lasers will continue to set the standard in accuracy, time savings and efficiency. Come see us at STAFDA to see the Leica DISTO S910 and our other latest innovations." **CS**

The Leica DISTO S910 lays claim to being the first laser distance measure that can capture multiple, accurate measurements in three dimensions from a single location.



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