

February 2007

Success for Tuf-Lok at the DIY & Totally Tools Show 2007

Best New Tools category

Judges at this year's DIY & Totally Tools show Earls Court. Olympia recognised Fisco's latest addition, the Tuf-Lok tape measure for its innovation, quality, function and price by awarding it 'Silver' in the Best New Tools category.

The original concept for the design of Tuf-Lok was to create a standard tape measure capable of being seriously tough – tougher than anything else on the market - and Fisco have managed to achieve this amazing feat with this; their latest model, tape.

Tuf-Lok is an exceptional short tape incorporating a series of outstanding features with ergonomic good looks and, most importantly, it will survive a fall of 7metre and still function.

The UK launch at the DIY & Totally Tools show proved to be highly successful with show attendees flocking to Fisco's stand for a demonstration of Tuf-Lok's unique features. After the show, John Fisher, Fisco's Sales & Marketing Director said "we are very pleased, the enquiry rate far exceeded our expectations and to be rewarded with an award proves that our commitment to product development is being recognized in this highly competitive market".

For further information on Tuf-Lok, or any other Fisco product contact Fisco's Sales Office on Tel: 01268 747074, email: sales@fisco.co.uk, web: www.fisco.co.uk.

Ends .

FIS 041

For further information please contact Karen Myhi I on 01268 748250, or email: