

SIMPLY BETTER.

BESSEY Tool



**Press Release 03/2022 – New from BESSEY:
Erdi Multi-purpose cutter D52-2**

New all-rounder among multi-purpose cutters

If you're looking for a multi-use snip which can cut a wide variety of materials, you've come to just the right place at BESSEY. The Erdi cutting tools range now offers another attraction in addition to the popular multi-purpose cutters from the D47, D48, D48A and D49 series: the sturdy D52-2 multi-purpose cutters. Previously introduced to the market as a limited-time promotional item, it enjoyed great popularity and was added to BESSEY's range permanently as a result.

Professionals and DIYers alike value BESSEY's new multi-purpose cutters, and with good reason. Initially only intended as a support tool in the Erdi range, the D52-2 has proven to be a true bestseller. The cutters are extremely versatile with an exceedingly robust construction.

The 260-mm D52-2 has straight cutters that allow a cutting length of 53 mm. It cuts through soft materials such as cardboard, fabric and paper effortlessly and can even make cuts in cold-rolled steel up to 0.6 mm thick. The interlocking hardened cutter prevents slipping off while working, and the proven ERGO handle – in its characteristic red/black design – makes for an easy grip and comfortable feel when handled. The cutter and handle for the new D52-2 are forged in one single piece, which gives it its extra stability. Its blades have been sandblasted to protect against corrosion and surface-treated. This makes the cutters ideally equipped for use outdoors in poor adverse weather conditions.

BESSEY has packaged the new multi-purpose cutters in point of sale packaging. Ten units are already pre-packaged in a compact sales display. An attractive presentation will have the D52-2 flying off the shelves.

At BESSEY, we have a long tradition of producing innovative, practical product solutions. Since the cold drawn steel plant was founded in Stuttgart in 1889, the Bietigheim-Bissingen based company continues to raise the bar in clamping and cutting technology. Currently offering more than 1,600 products, BESSEY has a specific solution for practically every application. Our focus is on precision and durability, convenience and safety.

"To stop improving is to stop being good." This was the motto of company founder Max Bessey and it remains our guiding principle today – in all that we do and produce. This means that we are constantly developing new products and improving existing ones to make the user's life easier, on the basis of innovative ideas. Such innovations are worthwhile.

You can also find more information on our long-established German company and its products at www.bessey.de



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