



# Ronin tools

## New Specialist Professional Hand Tools

**U**nder the new brand Ronin Tools, a new product line of professional hand tools will be introduced, combining high performance, ease of use and appealing design. To support global sales and distribution, a new organisation, Ronin Tools International BV, has been founded in Europe in close conjunction with EMM.

The professional range of Ronin Tools consists of a versatile collection of 228 individual pieces with ratchets with 72 teeth drivers, several combination wrenches and screw drivers, hammers, hex keys and measurement tools with very accurate digital displays.

All tools have been thoroughly tested under extreme circumstances, so that they are able to meet the highest quality requirements and offer maximum performance, irrespective of the circumstances. In addition all tools will attract attention because of the stylish, tough state of the art design, without making concessions to practicality.

The high quality level is expressed in the way that several tools, for example ratchets and combination wrenches, are created out of high grade CR-V chrome vanadium steel. Additionally, these tools go through a specific heat treatment process to achieve a high level of torque resistance. The screw drivers are manufactured in SVCN steel, which is much more durable and torque resistant than S2 steel, until now considered the benchmark.

In addition, tools such as the pliers and screw drivers are designed with an ergonomic and comfortable thermo plastic rubber (TPR) grip. All the screw drivers have clear measurement indications on the back of the handle. Hence, finding the

right size now becomes easy.

Ronin Tools are supplied in a strong and flexible tool station with a tough and appealing design of eight drawers and a central locking system. The central locking system prevents the opening of more than one drawer at the same time, resulting in a stable cabinet reducing the risk of tip-over. Of course the tool station can be locked for security.

To contain the tools in the tool station, the first seven drawers are provided with a specially designed inlay system to easily find the right tools for the right job. The eighth (and lowest) drawer is slightly bigger which makes it perfectly suited for storing sanding tools or other equipment.

As well as being part of the tool station, Ronin Tools are also available individually and as specially composed sets. This makes it easy for the professional to buy individual tools or to renew or supplement the contents of the tool station, should flexibility be required.

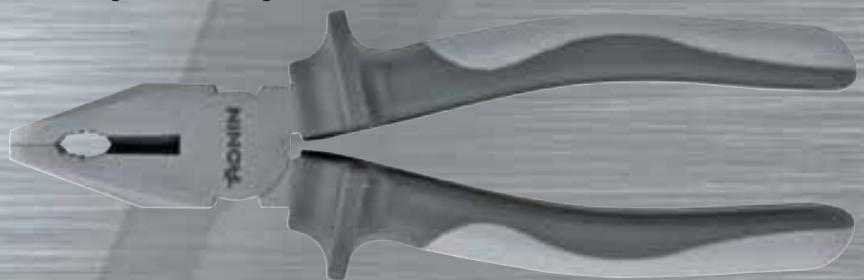
Ronin Tools International is headed up by Thomas van der Kooij – who is also Commercial Director of EMM. International. For van der Kooij this new activity means an interesting extra challenge: "Of course



**The specially developed tool station with eight drawers, including a central locking system.**

there already are other professional hand tools in the market. However, with Ronin Tools we launch a new and distinctive concept that also provides an excellent addition to the existing range of EMM International. Through this, we come even closer to our ultimate aim of being a total solutions provider to today's professional body repair shop and garage owner."

The management of Ronin Tools International B.V. further includes of Paul



**Plier with ergonomic grip and Ronin logo print.**

Siero (CEO EMM Holding BV). Eric Verhage will advise the organisation on marketing and strategy and Mik Bosman is appointed as Manager Operations.

A new Website – [www.ronintools.com](http://www.ronintools.com) – has been launched to assist in circulating information on the products.

Australian distribution will be undertaken by Grech Sales & Marketing – email: [wayne@grech.com.au](mailto:wayne@grech.com.au). The company is seeking distributors in a number of areas.

**BodyShop**



**Inlay system for the tool station to quickly find the right tools for the right job.**

# RONIN TOOLS

LAUNCHED IN AUSTRALIA ... FOR PROS ONLY!



Ronin Tools have been selected **by users for users**. Through Ronin's ergonomic design, continuous drive for innovation and intensive testing program, Ronin Tools are guaranteed to **deliver the best for you as professional**.

- Strong and distinctive **Tool Station** holding 228 tools
- Tools also available in **unique sets or cases**
- Ronin Tools come with a **Lifetime Warranty** \*
- Personalization of Tool Station with optional **exclusive chrome name plate**



by **emm**

[www.ronintools.com](http://www.ronintools.com)

For local distributors please contact:

GRECH Sales & Marketing Pty Ltd | Sydney, NSW | 0401 918501

\* Limitations apply