

SKIL®

PWRCORE 40™

LITHIUM TECHNOLOGY





NEW SKIL



**FANTASTIC
PRODUCT REVIEWS**

**AVERAGE
4.8
STARS**



NEW SKIL



CONNECTING WITH TODAY'S HOMEOWNER



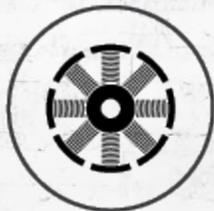
PWRCORE 40™



PWRCORE LITHIUM
STAYS COOL AND RUNS LONGER



AUTO PWRJUMP CHARGING
CHARGES IN 15 MINUTES



BRUSHLESS MOTOR
POWER & PERFORMANCE





2.5 Ah



5.0 Ah

PWRCORE 40™

LITHIUM TECHNOLOGY

PWRCORE 40 Lithium is patented battery technology with an innovative temperature management system that results in longer run time and longer battery life. Each cell is surrounded by revolutionary phase change materials to keep the battery cool, and powering through any project.

- 25% Longer Runtimes
- 2X Battery Life
- LED Fuel Gauge



autoPWRJUMP™

15-MINUTE CHARGING

Chargers the battery from 0-30% in just 15 minutes.* Charging starts automatically when the battery is placed in the charger, and fully charges within 60 minutes.

* Based on a 2.5Ah battery

The image features a dark, textured background of horizontal wooden planks. The wood grain is prominent, with various knots and natural imperfections visible. The lighting is slightly uneven, creating subtle gradients of dark grey and black across the surface. In the lower third of the image, the words "CREATING DEMAND" are written in a large, bold, white, sans-serif font. The text is centered horizontally and stands out sharply against the dark, grainy background.

CREATING DEMAND

2020 CAMPAIGN

NEW SKIL.COM

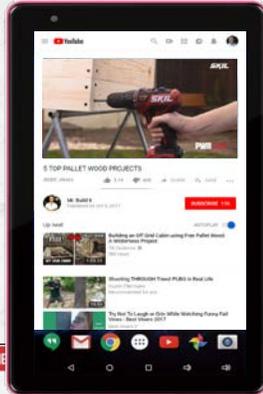


RETARGETING

ONLINE VIDEO ADVERTISING



EMAIL



SKIL

REMIND DAD WHY YOU'RE HIS FAVORITE

BROWSE SKIL TOOLS

Give Dad the best. SKIL's patented, industry-leading lithium battery technology powers both the PWRCore 20™ and PWRCore 12™ systems, delivering 25% longer run times and 2x the battery life.

SKIL Tools
Sponsored

The future of power tools has arrived. Our exclusive PWRJump™ feature gives you 5-minute charging (based on a 2.0 Ah battery).

CHARGES IN 5 MINUTES

Back to Work in Minutes



BLOGGER BUZZ



PAID SOCIAL



SOCIAL INFLUENCE

SKIL

PWRCore 20™

BRING POWER TO THE JOBSITE

SKIL

PWRJUMP™
5-MINUTE CHARGING™

SHOP NOW

SHOP NOW

*Based on 2.0Ah battery

2020 SOCIAL & DIGITAL ADVERTISING

+300%
INVESTMENT





OPE DIGITAL PLAN



PRODUCT OVERVIEW



PWR CORE 40™

LAUNCH TIMELINE

SKIL[®]

HAND TOOLS
SHIP NOV 2019



MOWERS
SHIP DEC 2019



SHIP TO OLIVE BRANCH
ALLOW 6 WEEKS

PWRCore 40 BRUSHLESS 14" STRING TRIMMER



Twist Load™



In-Line / Open
Battery Interface



Key Features

- 14" Cutting Swath
- Variable-Speed Trigger
- Dual-Line Bump-Feed Head
- Twist Load™ Head: Simply insert the line and twist, no head alignment needed
- Accepts 0.080 Line

BRUSHLESS MOTOR

PWRCORE 40™

PWRCore 40 BRUSHLESS LEAF BLOWER



Ambidextrous Controls



Optimized Air-Intake Design



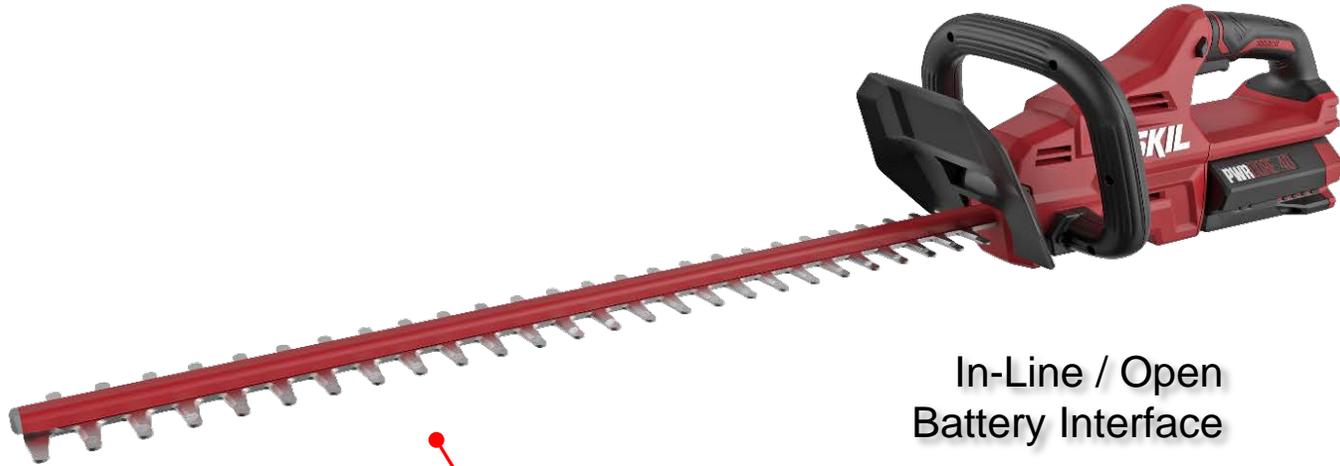
Key Features

- Turbine Fan Design
- 500 CFM / 120 MPHH (150 MPH with Nozzle)
- Variable Speed w/ Boost Function

BRUSHLESS MOTOR
PWRCORE 40™

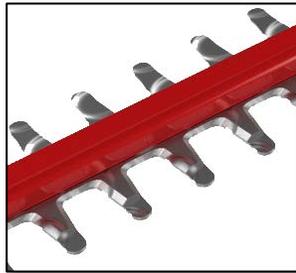
PWRCore 40 BRUSHLESS HEDGE TRIMMER

SKIL



In-Line / Open
Battery Interface

Hardened Steel
Blades



Key Features

- 24" Cutting Length
- 3/4" Cut Capacity
- Dual-Action Blades

BRUSHLESS MOTOR
PWRCORE 40™

PWRCore 40 BRUSHLESS 14" CHAINSAW

SKIL



Tool-less Blade
Tensioning



Key Features

- 14" Bar & Chain
- Tool-less Blade Tensioning
- Auto-Lubricating
- Anti-Kickback Brake

BRUSHLESS MOTOR
PWRCORE 40™

*Based on comparable models in its class

The image features a dark, textured wood background with horizontal planks. The wood grain is prominent, showing various knots and patterns. In the bottom right corner, the words "Thank you" are written in a large, white, sans-serif font. The text is positioned over the lower portion of the wood planks.

Thank you

MOWER LANDSCAPE - PUSH



					
Brand	Skil	Ryobi	Greenworks	Greenworks	Kobalt
Model Number	LM4910-10	RY40180-Y	MO40L410	2508502	KM 2041B-06
MSRP*	\$349	\$299 / \$249 USD	\$349 / \$329 USD	\$299 USD	\$299 / \$239 USD
Deck Size	20"	20"	20"	21"	20"
Motor Type	Brushless	Brushless	Brushless	Brushless	Brushless
Volts	40V	40V	40V	40V	40V
Battery Amp Hour	5.0 Ah	5.0 Ah	4.0 Ah	2.5 Ah	5.0 Ah
# Batteries Included	1	1	1	2	1
Total Battery Capacity	200 Wh	200 Wh	160 Wh	2 x 100 Wh	200 Wh
Self-Propelled	No	No	No	No	No
SP driving system	N/A	N/A	N/A	N/A	N/A
Deck Material	Plastic	Plastic	Steel	Steel	Steel
# of Cutting Height Settings	7	7	7	7	7
Cutting Height	1.5" to 4"	1.5" to 4"	1-3/8" to 3-3/4"	1-3/8" to 3-3/4"	1.38" to 3.75"
Max Run Time	TBD	Up to 40 min.	Up tp 45 min.	NA	Up to 40 min.
Battery Recharge Time	120 min.	210 min.	120 min.	NA	150 Min
3-in-1 or 2-in-1	2-in-1	2-in-1	3-in-1	3-in-1	3-in-1
Wheel Size	7"/9"	8"/10"	8"/10"	8"/10"	8"/10"
Collapsible Handle / Folds Flat	Yes	Yes	Yes	Yes	No
LED Headlights	No	Yes	No	No	No
Weight (Bare tool)	TBD	50 lbs	60 lbs	62 lbs	56 lbs
Warranty	5 Years	5 Year	4 Year / 2 Year	4 Year / 2 Year	5 Year
Retailer	TBD	Home Depot	Lowes / Walmart / Amazon.com	Menards	Lowe's

MOWER LANDSCAPE – SELF PROPELLED



					
Brand	Skil	Ryobi	Greenworks	Greenworks	Kobalt
Model Number	LM4910-1S	RY40190-Y	MO40L02	N/A	KMP 5040-06
MSRP*	\$399	\$399 / \$329 USD	\$348 USD	\$493.93 USD	\$399 / \$339 USD
Deck Size	20"	20"	21"	21"	20"
Motor Type	Brushless	Brushless	Brushless	Brushless	Brushless
Volts	40V	40V	40V	40V	40V
Battery Amp Hour	5.0 Ah	5.0 Ah	N/A	5.0 Ah	5.0 Ah
# Batteries Included	1	1	0 (Bare Tool)	1	1
Total Battery Capacity	200 Wh	200 Wh	N/A	200 Wh	200 Wh
Self-Propelled	Yes	Yes	Yes	Yes	Yes
SP driving system	Variable Speed / RWD	Variable Speed / RWD	Variable Speed /RWD	Variable Speed /RWD	Variable Speed / RWD
Deck Material	Plastic	Plastic	Steel	Steel	Steel
# of Cutting Height Settings	7	7	7	7	7
Cutting Height	1.5" to 4"	1.5" to 4"	1-3/8" to 3-3/4"	1-3/8" to 3-3/4"	1.38" to 3.75"
Max Run Time	TBD	Up to 35 min.	N/A	N/A	Up to 30 min.
Battery Recharge Time	120 min.	210 min.	N/A	180 Min	150 Min
3-in-1 or 2-in-1	2-in-1	2-in-1	3-in-1	3-in-1	3-in-1
Wheel Size	7"/9"	8"/10"	8"/10"	8"/10"	8"/10"
Collapsible Handle / Folds Flat	Yes	Yes	Yes	Yes	Yes
LED Headlights	No	Yes	No	No	No
Weight (Bare tool)	TBD	59 lbs.	68 lbs.	NA	65 lbs.
Warranty	5 Years	5 Year	4 Year	4 Year / 2 Year	5 Year
Retailer	TBD	Home Depot	Lowes.com	Amazon.com	Lowe's

STRING TRIMMER LANDSCAPE



				
Brand	Skil	Ryobi	Greenworks	Kobalt
Model Number	LT4818-10	RY40250	2100702	KST 130X-06
MSRP*	\$179 USD	\$159 USD	\$179 USD	\$179 / \$159 USD
Volts	40V	40V	40V	40V
Motor Type	Brushless	Brushed	Brushless	Brushed
Cutting Width (Claimed)	14"	13" / 15"	14"	11" / 13"
Amp Hours	2.5 Ah	4.0 Ah	2.0 Ah	2.5 Ah
Total Battery Capacity	100 Wh	160 Wh	80 Wh	100 Wh
Max Run Time	TBD	NA	NA	40 min.
Battery Recharge Time	60 min.	90 min.	NA	75 min.
Shaft Type	2pc / Hinged	2pc / Expand-It	2pc / Attachment Capable	2pc
Recommended Line Size	0.080"	0.080"	0.080"	0.080"
Number of Trim Lines	2	2	2	2
Type of Line	Twist	Twist	Twist	N/A
Trimmer Head	Twist Load	Reel Easy	Spool	Spool
Feed Type	Bump	Bump	Bump	Bump
Weight (bare tool)	TBD	8.92 lbs.	10.6 lbs.	7.3 lbs.
Warranty	5 Years	5 Year	4 Year / 2 Year	5 Year
Retailer	NEW	Home Depot	Lowe's	Lowe's

BLOWER LANDSCAPE



					
Brand	SKIL	Ryobi	Greenworks	Greenworks	Kobalt
Model Number	BL4713-10	RY40460	2400802	2400802	KHB 3040-06
MSRP*	\$179	\$159 USD	\$149 USD	\$199 USD	\$179 / \$159 USD
Volts	40V	40V	40V	40V	40V
Motor Type	Brushless	Brushed DC	Brushed	Brushless	Brushless
Maximum CFM	500	500	390	340	480
Maximum MPH	120	110	110	185	110
Speed Control	Variable	Variable	Variable	Variable	Variable
Amp Hours	2.5 Ah	4.0 Ah	2.5 Ah	4.0 Ah	3.0 Ah
Total Battery Capacity	100 Wh	160 Wh	100 Wh	160 Wh	120 Wh
Max Run Time	TBD	N/A	N/A	N/A	40 min.
Battery Recharge Time	60 min.	N/A	N/A	N/A	N/A
Weight (bare tool)	TBD	8.7 lbs.	8.5 lbs.	5.6 lbs.	7.5 lbs.
Warranty	5 Years	5 Year	4 Year / 2 Year	4 Year / 2 Year	5 Year / 3 Year
Retailer	NEW	Home Depot	Lowe's	Lowe's	Lowe's

HEDGE TRIMMER LANDSCAPE



				
Brand	Skil	Ryobi	Greenworks	Kobalt
Model Number	HT4221-10	RY40610A	22262	KHT 240-07
MSRP*	\$179 USD	\$149 / \$99 USD	\$149 USD	\$159 USD
Volts	40V	40V	40V	40V
Motor Type	Brushless	Brushed	Brushed	Brushed
Cutting Length	24"	24"	24"	24"
Amp Hours	2.5 Ah	2.6 Ah	2.0Ah	2.5Ah
Total Battery Capacity	100 Wh	104 Wh	80 Wh	100 Wh
Max Run Time	TBD	N/A	Up to 50 min.	Up to 50 min.
Battery Recharge Time	60 min.	90 min.	60 min.	75 min.
Strokes Per Minute (SPM)	3000	3200	3400	3000
Single or Dual Action	Dual	Dual	Dual	Dual
Max Cut Capacity	3/4"	3/4"	3/4"	3/4"
Blade Material	Steel	Steel	Steel	Steel
Laser Cut	No	No	No	No
Weight (bare tool)	TBD	9.1 lbs.	6.5 lbs.	8.5 lbs.
Warranty	5 Years	5 Year	4 Year / 2 Year	5 Year / 3 Year
Retailer	NEW	Home Depot	Walmart / Lowes	Lowe's

CHAIN SAW LANDSCAPE



				
Brand	Skil	Ryobi	Greenworks	Kobalt
Model Number	CS4555-10	RY40530	20312	KCS 120-07
MSRP	\$199 USD	\$199 USD	\$219 USD	\$182 USD
Volts	40V	40V	40V	40V
Motor Type	Brushless	Brushless	Brushless	Brushed
Bar Length (Claimed)	14"	14"	16"	12"
Amp Hours	2.5 Ah	4.0 Ah	4.0 Ah	2.5 Ah
Total Battery Capacity	100 Wh	160 Wh	160 Wh	100 Wh
Cutting Capacity (4x4" soft wood)	Up to 100 cuts per charge	N/A	Up to 150 cuts per charge	Up to 90 cuts per charge
Battery Recharge Time	60 min.	N/A	N/A	N/A
Chain Speed	15 m/s	23.3 m/s	N/A	N/A
Tool-Free Chain Tensioning	Yes	No	Yes	Yes
Automatic Oiling	Yes	Yes	Yes	Yes
Chain Kickback Brake	Yes	Yes	Yes	No
Electric Brake	Yes	No	Yes	Yes
Weight	TBD	10.6 lbs.	12 lbs.	8.8 lbs.
Warranty	5 Years	5 Year	4 Year / 2 Year	5 Year / 3 Year
Retailer	NEW	Home Depot	Lowe's	Lowe's