



*Senco Brands, Inc.
4270 Ivy Pointe Boulevard
Cincinnati, OH 45245
513-388-2000*

FOR IMMEDIATE RELEASE

Contact: William Roberts
Senco Brands, Inc.
513-388-2000

SENCO Fusion® Finish Nailers Combine Best of Air, Cordless Technologies

Say good-bye to costly fuel cells and battery ramp-up times. SENCO's pneumatic driven, Li-ion powered Fusion technology is a new breakthrough in power fastening

CINCINNATI (January 19, 2010) -- Pneumatic tool pioneer SENCO is yet again revolutionizing the power fastening category, this time with the introduction of its Fusion line of finish nailers.

The new Fusion15- and 18-gauge finish nailers combine the best of air and cordless technologies to maximize job site performance and portability. At the same time, they eliminate the drawbacks associated with traditional gas and battery powered nailers, including fuel cell replacement costs, tool weight and "ramp-up" times.

"Fusion's unique design is ideal for trim crews, remodelers, punch-out teams, and serious DIYers who don't want to deal with the hassle of a hose and compressor but still want the benefits of a pneumatic tool," says Dave Moore, director of product marketing.

Fusion is powered by a reliable 18V Lithium Ion Phosphate (LiFePo4) battery that can reach an 80% charge in just 15 minutes. The tool's patented Reflex Shot technology provides an instant trigger response and delivers up to 500 drives between charges.

"A gear box and lifter force the piston and driver blade against self-contained air within the cylinder, compressing it so that when the trigger is pulled, it drives nails powerfully and consistently even into hardwoods," adds Joe Knueven, Product Manager. "The air pressure is pre-set at the factory, permanently sealed and never needs recharging."

-more-

Among Fusion's many features, users can choose between sequential or contact actuation depending on the job. The tool-free, adjustable depth-of-drive feature combined with the nose mounted LED work surface light ensures accurate fastener placement and counter sinks. The EZ-Clear removable magazine makes fastener removal a breeze.

Fusion features a robust 1/4" aluminum drive cylinder and durable over molding. At 6 pounds, the ergonomically balanced nailers are nearly 2.5 pounds lighter than competitive models, (thanks in part to the Lithium Ion Phosphate battery), and can be comfortably operated with one hand.

Both tools will be available from SENCO dealers nationwide beginning spring 2010. For more information, visit www.senco.com or www.Fusiontools.com.

SENCO Fusion FN55AX: 18-gauge Finish Nailer

- Ideal for molding and decorative trim, furniture trim, window beading, blind pinning of upholstered and trim panels, rattan, scribe molding, cabinets, drawers and picture frame assembly.
- 5/8" – 2-1/8" galvanized slight head and medium head straight strip brads
- 2 year warranty

SENCO Fusion FN65DA: 15-gauge Finish Nailer

- Ideal for finish and trim, baseboard, cabinets, chair rail, decorative trim, door and window casing, furniture trim, and paneling.
- 1-1/4" – 2-1/2" bright basic, galvanized and stainless angled strip finish nails
- 2 year warranty

#

About Senco Brands, Inc.

For nearly 60 years, the SENCO brand has been recognized around the world as one of the leading names in power fastening tools for use in wood-to-wood construction, remodeling and a variety of industrial applications. SENCO's comprehensive line of air-, battery- and gas-powered nailers, staplers and screwguns are available through professional distribution outlets in more than 40 countries.

Available since 2006, the TyRex brand features electric and gas-powered tools and collated fasteners for use in concrete and steel fastening applications found in the construction of high-rise structures, hospitals, schools and roads and bridges.

SenSource provides fully integrated, globalization and procurement services for OEMs, manufacturers and development companies sourcing components, assemblies and finished products.