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SENCO® Showcases Results of Multi-Year Effort to Assemble Full Arsenal of High-Quality Power Fastening Products.

Visit SENCO's booth at IBS (Booth #2927) to find out more.

(CINCINNATI, OH) – When pneumatic tool pioneer SENCO® unveiled its DuraSpin® family of collated-feed screw-driving tools four years ago, some viewed the move as curious given the company's deeply-sown roots in pneumatic fastening. But SENCO insiders knew exactly what they were doing.

“Our objective was simple – to reconfigure our product line and reinforce the fact that we are THE EXPERT for just about any product related to collated construction fastening,” says Al Barlow, Director of Marketing. “After years of hard work and innovative product development, SENCO now offers an even broader spectrum of professional fastening products that includes tools, fasteners and accessories that lead the industry in a number of categories.”

As SENCO's DuraSpin products gained traction among professional drywallers, remodelers, deck-builders and others and eventually set the industry standard for collated screw-driving applications, the company began its next big initiative. The result was the launch of SENCO's award-winning Cordless Nailing products in 2002. That innovation gave SENCO bragging rights to the world's first totally battery-powered nailing platform and renewed interest among professional contractors.

“Introducing truly innovative new products is a vitally important component of our product-line evolution,” says Barlow. “Most of SENCO's efforts prior to 2000 or so were focused on

supporting products initially developed 5-15 years ago. Obviously, we were not going to satisfy our customers' needs without some genuinely unique product developments.”

SENCO's efforts continued with a nearly complete overhaul of the company's bread-and-butter product line, pneumatic fastening tools. The courageous process included the introduction of nearly 50 new product SKUs, in a very ambitious two-year window. Emerging from that overhaul were several category-leading pneumatic tools, including the FinishPro® 41XP finish nailer, the FinishPro 25XP brad nailer and the FramePro® 701XP framer. SENCO also broadened its pneumatic product offerings to include an enhanced line of roofing nailers, a versatile family of wide-crown staplers and, for the first time ever, several hot-selling tool-and-compressor combo kits. Finish carpentry kits built around SENCO's compact PC1010 mini-compressor have been among the company's most popular products since their debut in 2003.

At the same time, SENCO introduced its Genuine SENCO Fastener Program. Through the program, SENCO revamped its fastener lineup to ensure their fasteners were guaranteed to fit SENCO tools as well as competitors tools. The company has also bolstered its fastener range with over 75 new SKU's of stainless steel and galvanized nails and screws to maximize corrosion resistance when using lumber pressure-treated with chemicals such as ACQ.

Even SENCO's advertising and promotional materials have been redesigned to reflect the new approach to product development and manufacturing. Ads, brochures, catalogs and even the company website proudly communicate SENCO's new theme – “Serious Work. Serious Tools.” The tagline, company officials say, is a reflection of SENCO's renewed “big picture” focus.

“When craftsmen look through the SENCO catalog now, they see a very well thought-out array of tools, fasteners and accessories that fit together in a cohesive and logical way,” says Barlow. “And that's been our goal since we started this process four years ago, to provide a full system solution to the pros whose careers depend on great performing, reliable fastening products.”

Based in Cincinnati, SENCO is a leading manufacturer of power fastening systems; air and battery power nailers and staplers, screw systems and the fasteners they drive. SENCO tools are used in a variety of industries, including home construction and remodeling, woodworking, cabinet and furniture assembly, manufactured housing and industrial packaging. To learn more about SENCO, call 1-800-543-4596 or visit SENCO online at www.senco.com.