

Milwaukee®



M18 FUEL™

**Utility Fencing Stapler
& 9GA Galvanized Staples**

M18 FUEL

DRIVEN TO OUTPERFORM.™

UTILITY FENCING STAPLER & 9GA GALVANIZED STAPLES



1 POWERSTATE™ BRUSHLESS MOTOR

- MILWAUKEE® Designed and Built Brushless Motor
- Outperforms All Leading Competitors



2 REDLINK PLUS™ INTELLIGENCE

- Most Advanced Electronic System on the Market for Maximum Performance
- Total System Communication with Overload Protection Increases Tool Life



3 REDLITHIUM™ HIGH OUTPUT™ CP3.0 BATTERY PACK

- 50% More Power vs REDLITHIUM™
- XC Power, Compact Size
- Less Weight, Perfect for Overhead Work

6X FASTER
APPLICATION
SPEED

EASIEST
WAY TO STAPLE

UP TO
600 STAPLES
PER CHARGE

The Milwaukee Utility Fencing Stapler & 9GA Galvanized Staples is designed for use with 2 core end user groups



Primary Application

**Copper Grounding
Wire Installation**



Primary Application

**Wire Fencing
Installation**





Nothing but **HEAVY DUTY.**

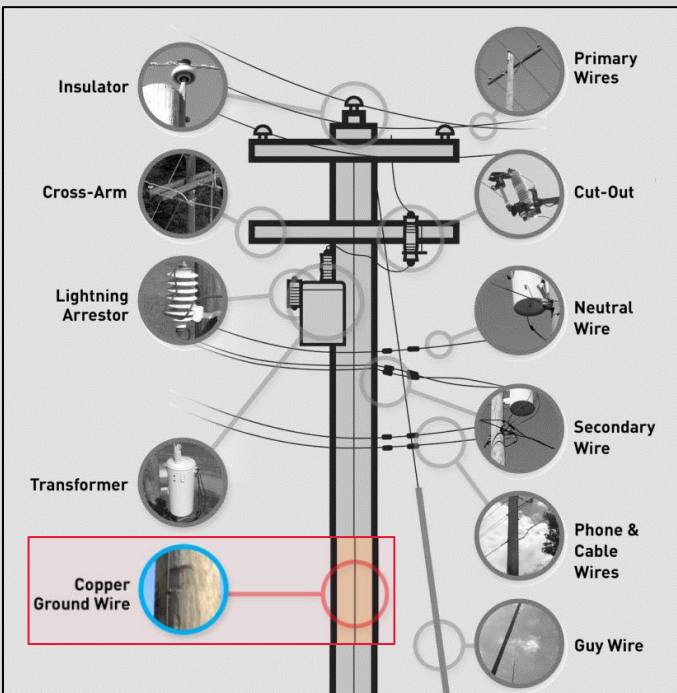


USERS & APPLICATIONS



Copper Grounding Wire Installation

Primary Application



Every utility pole with equipment on it needs to have a grounding wire

Copper grounding wire is installed on wood utility poles to provide a safe and effective path to ground for electricity in the event of a surge

Processes of Installation

Pre-Installation



Installing wire before pole is upright

Bucket Truck



Using bucket trucks to mount wire to vertical pole

Gaffs & Harness



Climbing pole to install wire



Copper Grounding Wire Installation

Primary Application

Grounding Wires Sizes & Types

- #8 solid (bare or sheathed)
- #6 solid (bare or sheathed),
- #4 solid or stranded (bare or sheathed)
- #2 copper clad or stranded
- 4 OOT
- 2 OOT



Plastic Moldings:

Some Utility companies install plastic moldings over the tops of the copper grounding wire to prevent theft



Utility Pole Materials

- Utility poles are made from a variety of wood species including Southern Yellow Pine, Red Cedar & Douglas Fir.
- Additionally, poles are treated with chemicals to preserve and harden them from the elements; common treatments include:

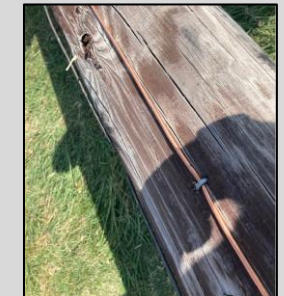
Penta



CCA



Creosote





Pest & Fire Mesh Installation

Secondary Application

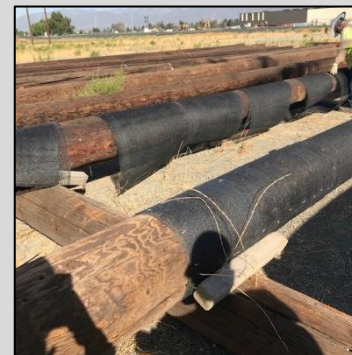
Pest Repellant Mesh

Used to prevent animals from burrowing into or otherwise damaging utility poles



Fire Retardant Mesh

Mostly seen in parts of the country most affected by wildfires. The mesh helps to preserve the pole in the event of a fire





Nothing but **HEAVY DUTY.**



USERS & APPLICATIONS



Wire Fencing Installation

Primary Application

Most Common Types of Agricultural Wire Fencing

Woven Wire Fencing



Barbed Wire



High-Tensile Wire



Agricultural / Farm Fencing Uses

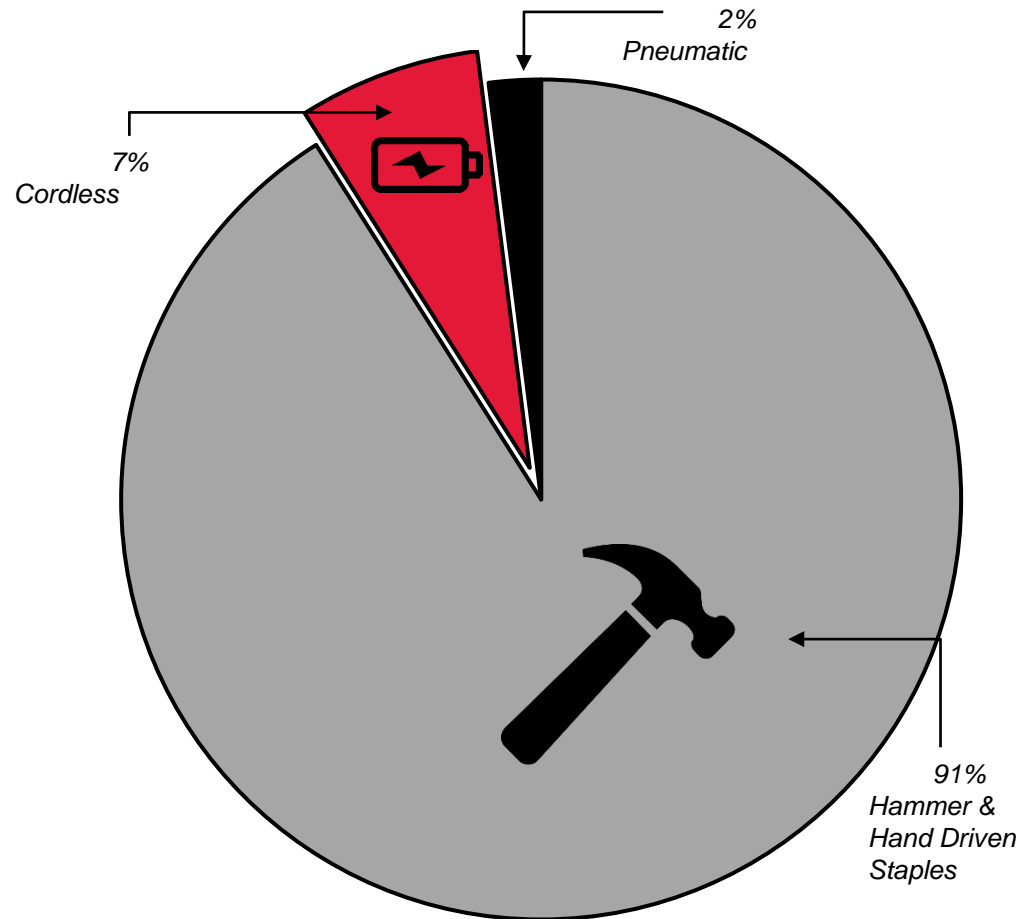
- Livestock boundary fencing (cattle, horses, etc.)
- Residential animal enclosures
- Crop protection from pest animals



Nothing but **HEAVY DUTY.**

CURRENT METHODS

Current Staple Installation Methods



Hammer & Hand Driven Staples



Overview:

- Most of the marketplace currently uses a hammer and hand-driven staples
- Driving 9GA staples by hand is a labor intensive and time-consuming process

Competitor Staplers



Overview:

- There are a few brands that have come to the marketplace with powered staplers
- These tools operate exclusively with their brand of 9GA Staples

This tool will primarily be converting users who are manually hammering in staples



Nothing but **HEAVY DUTY.**

HOW WE WIN



M18 FUEL

M18 FUEL Utility Fencing Stapler & 9GA Galvanized Staples

How We Win

Increased Productivity

Ease of Use

All-Day Runtime

Trade Focused

Problem

- Driving staples with a hammer is a very time-consuming process
- Utility poles and fence posts are typically treated with preservatives which makes them very tough to drive a staple into
- On larger jobs Utility Contractors and Fencing Contractors can use hundreds of staples; which takes a significant amount of time



Milwaukee Solution

6X FASTER APPLICATION SPEED

- 6 times faster application speed compared to installing staples with a hammer
- Consistent driving depth of staples using the Nitrogen Air Spring Mechanism
- Power to staples into the hardest utility pole and fence post materials





M18 FUEL

M18 FUEL Utility Fencing Stapler & 9GA Galvanized Staples

How We Win

Increased Productivity

Ease of Use

All-Day Runtime

Trade Focused

Problem

- Hammering 9GA staples into hardened utility pole and fence posts materials is a strenuous task
- Multiple swings of the hammer are required to drive the staple to the appropriate depth
- Staples will often ricochet off material or fold over when not struck correctly with a hammer
- Grabbing individual staples from a pouch or bucket is tedious



Milwaukee Solution

EASIEST WAY TO STAPLE

- 42% reduction in peak muscle effort
- Turns a two-handed operation into something that can be accomplished with one hand
- Mechanically driven staples reduce variability in driving depth
- Magazine capacity to hold 2 full collations at a time (40 staples)





M18 FUEL

M18 FUEL Utility Fencing Stapler & 9GA Galvanized Staples

How We Win

Increased Productivity

Ease of Use

All-Day Runtime

Trade Focused

Problem

- Hundreds of staples can be installed by each user group in a given day
- Users require a tool that can keep up with that volume of staples
- Some competitor staplers require the use of gas cartridges in addition to batteries
 - It is inconvenient and expensive to continually need to purchase consumable gas cartridges





Milwaukee Solution

UP TO **600 STAPLES PER CHARGE**

- Up to 600 staples per charge on the kitted M18 HO CP 3.0AH Battery
- Exclusively powered by M18 batteries
- No Gas Cartridge required



600 Staples =

15 <i>Utility Poles*</i>	OR	120 <i>Fence Posts*</i>
		

*Assuming 40 staples per Utility Pole & 5 Staples Per Fence Post



M18 FUEL Utility Fencing Stapler & 9GA Galvanized Staples

How We Win

M18 FUEL

Increased Productivity

Ease of Use

All-Day Runtime

Trade Focused

Problem

Lack of Dexterity

- Utility Contractors commonly must wear rubber insulated gloves when working around live wires
- These gloves limit the dexterity of the user making actuating buttons on tools a challenge

Working at Elevated Heights

- When climbing a utility pole or operating in a bucket truck there is a need to have the transport the tool in a secure manner

Tool Safety

- Users value safety and need a tool that they can ensure will not unintentionally fire

Milwaukee Solution

Longer-Thinner Handle & Enlarged User Touch Points

- Easily maneuver and manipulate the tool when wearing insulated or leather gloves



Lanyard Loop

- The tool can be tied off and secured when working at elevated heights



Secondary Manual Trigger Lock

- A redundant safety measure to ensure that tool cannot be unintentionally fired when locked





Nothing but **HEAVY DUTY.**

PRODUCT WALKAROUND



M18 FUEL Utility Fencing Stapler & 9GA Galvanized Staples

Tool Walkaround

M18 FUEL



TOOL FREE JAM CLEARANCE

- Jam clearing latch helps to quickly and efficiently clear any jammed fastener / material

LED WORK LIGHT

- Illuminates work surface

LANYARD LOOP

- Helps to secure the tool when working at elevated heights

NITROGEN SPRING MECHANISM

- Providing optimum power needed to drive staples

LONGER & THINNER HANDLE

- Designed for use with rubber insulated & leather gloves

SECONDARY MECHANICAL TRIGGER LOCKING SWITCH

- Prevents unintentional firing of staples

BELT HOOK

- Reversible to help with carrying tool from belt & work pouch

DRY FIRE LOCK OUT

- Tool will stop firing with 5 staples remaining (45 staples can be in magazine at a time)

TOOL FREE DEPTH OF DRIVE ADJUSTMENT

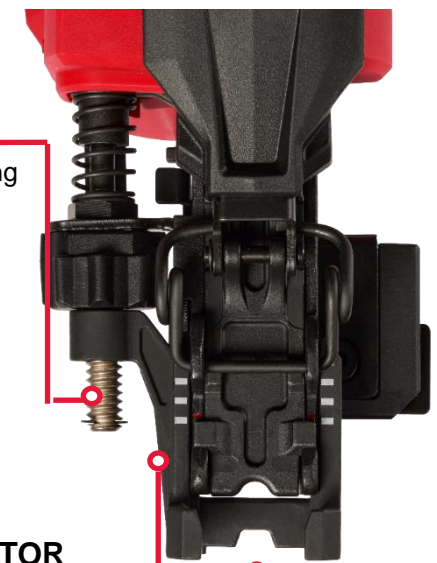
- Easily adjust staple driving depth to account for different pole types and staple sizes

DEPTH INDICATOR MARKINGS

- Help to determine proper depth setting for each application

STAPLE ALIGNMENT

- Feel when correctly positioned on wire





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M18 FUEL Utility Fencing Stapler & 9GA Galvanized Staples

Staple Walkaround

DIAMOND CROWN DESIGN

- Proprietary design to accommodate larger wire sizes and small plastic moldings

ZINC ALUMINUM HOT DIPPED GALVANIZED

- Exceeds the corrosion performance of Class 3 Hot Dipped Galvanized

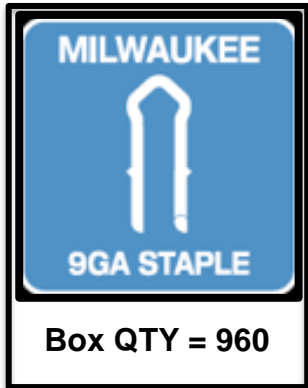


PAPER TAPE COLLATION

- Durable paper tape collation designed to withstand the elements

BARBED & COATED DIVERGENT STAPLE LEGS

- Provides superior hold in material over time



Box QTY = 960

Staple Sizes

1 1/2"



Model #: MPU112-960

1 3/4"



Model #: MPU134-960

2"



Model #: MPU2-960

M18 FUEL Utility Fencing Stapler is only compatible with Milwaukee 9GA staples



Nothing but **HEAVY DUTY.**




COMPETITORS



M18 FUEL

M18 FUEL Utility Fencing Stapler & 9GA Galvanized Staples

Competitors

			
Brand	Milwaukee	DeWalt	Stockade
Gauge	9 Gauge	9 Gauge	9 Gauge
Sizes	1 1/2"	1 1/2"	1 1/2"
	1 3/4"	1 3/4"	1 3/4"
	2"	2"	2"
Performance			
Power Source	Battery	Battery	Battery + Gas
Runtime	600 staples	590 staples	500 staples per gas cell
Durability	High	Low	High
Tool Ramp Up to Fire	No	Yes	Yes
Magazine Capacity	45	35	53
Features			
Tool Free Depth Adjustment	Yes	Yes	No
Lanyard Loop	Yes	No	No
Optimized for Use with Gloves	Yes	No	No
Pricing			
Kit Pricing	\$799	\$769	1399+
Bare Tool Pricing	\$599	\$579	N/A



GAS CARTRIDGE FRUSTRATIONS:

- Stockade tools have a ramp up time between when you pull the trigger and when a staple is fired; our stapler is almost instantaneous
- Stockade gas cartridges cost **\$28+** per single cartridge, a significant cost adder for heavy end users
- Combustion from gas and debris from jobsite dirties tools, requiring consistent cleaning and maintenance to maintain proper operation
 - **\$90+ per cleaning**
- Gas cartridges have a shelf life – Will not last advertised amount shots if stored for long periods, or in extreme temperatures
- Gas cartridges release smell that bothers end users

The Milwaukee Stapler is the most well-rounded cordless solution because of a combination of performance and feature set



M18 FUEL Utility Fencing Stapler & 9GA Galvanized Staples

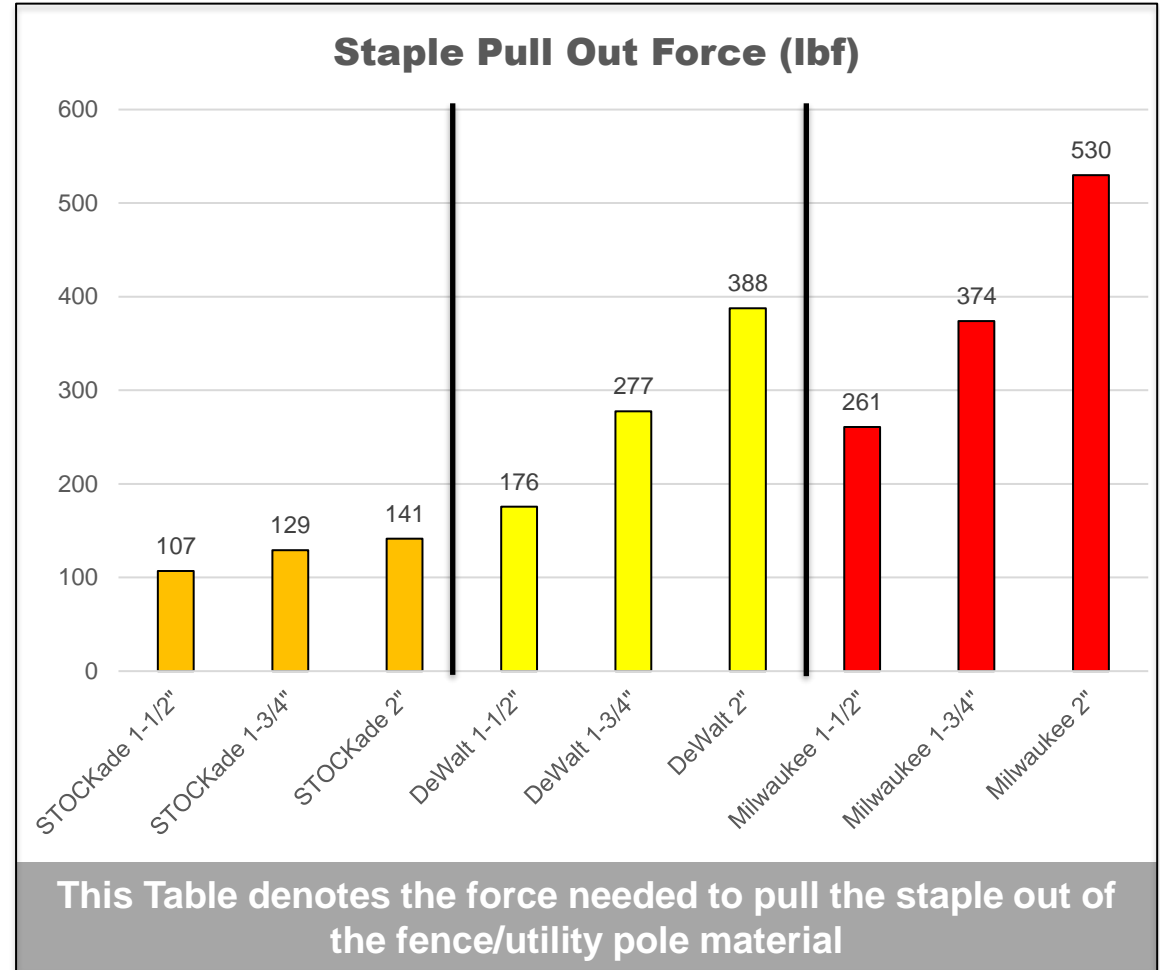
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Competitors - Staples

9GA Galvanized Staples

Brand	Milwaukee	DeWalt	Stockade
Gauge	9 Gauge	9 Gauge	9 Gauge
Sizes	1 1/2"	1 1/2"	1 1/2"
	1 3/4"	1 3/4"	1 3/4"
	2"	2"	2"
Performance			
Pull Out Force			
Corrosion Performance			
Diamond Crown	Yes	No	No
Collation Durability			
Pricing & Compatibility			
Proprietary	Yes	Yes	Yes
Cost	\$89-109	\$75-109	\$85-\$100

 = **How We Win**





Nothing but **HEAVY DUTY.**

ONE SLIDER



M18 FUEL Utility Fencing Stapler & 9GA Galvanized Staples

PROGRAM OVERVIEW: END USER

Pre-Order Date: **OPEN NOW**

Launch Ship Date: **June 25th, 2022**



Productivity Enhancement

- Up to 6X faster stapling compared to manual installation
- Power to sink staples into hardest utility & fencing materials: Penta & CCA treated Utility Poles; PT Pine, Cedar and Creosote treated Fence Posts & Boards

Easiest Way to Staple

- Up to 42% reductions in peak muscle effort
- Eliminates repetitive swinging of hammer
- Reduces peak muscle effort compared to manually installing staples

All Day Runtime

- Up to 600 staples per charge (3.0AH High Output CP Battery)
- Compatible with all M18 Batteries
- No compressor hoses or gas cartridges

Trade Focused Features

- Longer, thinner handle for use with leather/insulated gloves
- Larger user touchpoints for use with leather/insulated gloves
- Secondary mechanical trigger lockout switch
- Lanyard loop to secure tool when working at elevated heights

*M18 Utility Fencing Stapler will **ONLY** accept Milwaukee 9GA Galvanized Staples

*Milwaukee 9GA Galvanized Staples (MPU112-960, MPU134-960, MPU2-960) Sold Separately



ITEM #	Product Name	IMAP
2843-20	M18 FUEL Utility Fencing Stapler	\$599
2843-22	M18 FUEL Utility Fencing Stapler Kit	\$799
MPU112-960	9GA Staples – 1 ½" (960/Box)	\$89
MPU134-960	9GA Staples – 1 ¾" (960/Box)	\$99
MPU2-960	9GA Staples – 2" (960/Box)	\$109



Nothing but **HEAVY DUTY.**

FAQ's



Staple Related

- **Q: What staples are compatible with the M18 FUEL Utility Fencing Stapler?**
 - A: The M18 FUEL Utility Fencing Stapler is **only** compatible with Milwaukee 9GA Galvanized Staples

- **Q: Why does this tool use proprietary staples?**
 - A: In order to provide the best possible user experience improvement was desired from a performance standpoint on the staples. Additionally, there is not a large offering of collated 9GA staples (marketplace is predominately hand driven staplers); and all other staples offered are brand specific.

- **Q: Where will Milwaukee staples be sold?**
 - A: All 3 sizes of Milwaukee 9GA Staples will be available through any distribution that sells the stapler.
 - A: When selling into distribution it is **critical** that we sell in both the tool and the 3 sizes of staples; since the tool will only work with our staples.

- **Q: Do we offer any copper coated staples?**
 - A: No, we do not offer copper coated staples currently.
 - A: Our staples are zinc-aluminum coated to ensure proper corrosion resistance. We have conducted extensive corrosion staples proving that we exceed the corrosion performance of currently offered hand driven and collated staples.

- **Q: Can these staples be used over plastic molding?**
 - A: Yes, these staples can be used over certain small plastic moldings (1/2" or less)



Tool Related

- **Q: Can this stapler be used on fiberglass utility poles?**
 - A: This stapler is **not** recommended for use on fiberglass utility poles. This stapler is recommended for all wood utility posts and fence posts including CCA, Penta and Creosote poles of a variety of wood species.

- **Q: How much faster can a user staple with the stapler vs hand driving staples?**
 - A: Throughout testing we determined that stapling applications can be completed 6 times faster using the M18 FUEL Utility Fencing Stapler

- **Q: Why does this tool have dry fire lock out?**
 - A: We have included dry fire lockout on this tool to prevent firing while there are no staples present in the magazine. This helps to prevent damage to material (copper grounding wire / wire fencing). The tool will trigger dry fire lock out (DFLO) when there are 5 staples left in the magazine.

- **Q: How many staples does this tool hold at once?**
 - A: This stapler can hold up to 45 staples in the magazine at any one time. The tool can fire 40 staples before hitting the Dry-Fire Lock Out.

- **Q: What is the recommended battery for this tool?**
 - A: The kitted battery with this tool is the 3.0AH CP HO Battery. This battery will give users over 600 staples per charge. This tool will operate with all M18 battery packs currently on the marketplace.

- **Q: What is the warranty on this tool?**
 - A: This tool is backed by a 3-year warranty