

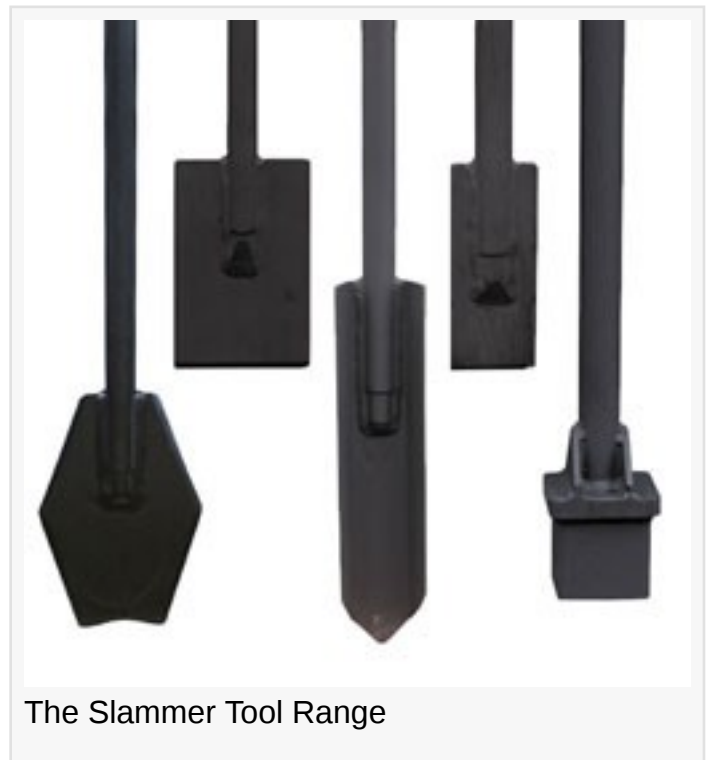
New Zealand Slammertool to be exhibited at Eisenwarenmesse Fair in Cologne, Germany March 9 - 12 2014

The Slammertool is one of a handful of exhibits at the fair nominated for an Eisen award, which was won two years ago by a torque wrench.

HASTINGS, HAWKES BAY, NEW ZEALAND, February 24, 2014 /EINPresswire.com/ -- The Lake Hawea man who developed the what he branded the "[Slammertool](#)" is taking it to what he calls the hand tool equivalent of the Olympics.

T. J. Irvin will attend the 142,000sq m international hardware fair Eisenwarenmesse in Cologne, Germany, from March 9-12.

"That No8 wire mentality New Zealand prides itself on - Eisenwarenmesse is the Olympics of that." And its all about accountability as far as TJ is concerned, "Accountability, accountability to the end user thats what drives me," he says with a passion that you know that its not just words.



He told the Otago Daily Times he would rather be at the Winter Olympics in Sochi but could not turn down an invitation to put his multi-purpose Slammertool up against the world's best new tools - even though the trip will cost him \$44,000.

The fair is described by its organisers as the No1 hardware event in the world and this year is expected to have 2665 exhibitors from 50 countries and 53,500 visitors from 132 countries.

The Slammertool is a multi-purpose tool used for such things as digging holes, splitting wood and breaking concrete. Mr Irvin says it creates less stress on the back than other tools. It sells for \$250.

Each month, 500 of Mr Irvin's Slammertools are produced by Templeton and Sons Engineering of Albert Town, with another 5000 a month made by a factory in Argentina.

Mr Irvin credits the America's Cup in San Francisco last year for a threefold increase in Slammertool sales in the United States, because the catamarans were made in New Zealand.

"Whether we won or lost, it was a `go' for New Zealand manufacturing.

"New Zealand's got quite a reputation around the world as having really simple, good design."

The Slammertool is one of a handful of exhibits at the fair nominated for an Eisen award, which was won two years ago by a torque wrench.

Mr Irvin said his intention during the fair was to find another manufacturer in Europe to service that market.

He has a stand next to American tool-making giant Snap-on, but having done the rounds of field days in New Zealand feels confident he will not be outdone.

"Selling a \$250 spade to New Zealand farmers with an American accent; well, it was never going to be easy, was it?" Mr Irvin says it took six years and between \$400,000 and \$500,000 to obtain patents for the device.

The Slammertool's first public outing was at Wanaka's Upper Clutha A&P Show in 2009 and while it will be back at this year's show, on March 7 and 8, Mr Irvin will be on his way to Germany.

In the last year we have started making tools in South America with our partners there. Renamed "the Hinka: for the South American market, the tools were a big hit at a trade show I attended in Buenos Aires. They are already manufacturing far more than we do here in NZ and know that the tool works hard like an All Black!

The [Slammer Team](#) is off to the "Eisenwarenmesse" in March. This is the largest tool trade show in the world, held in Cologne, Germany and it will be a big change from Fieldays, where I first started selling Slammers in 2008.

Global Slammers

In the last year we have started making tools in South America with our partners there. Renamed "the Hinka: for the S American market, the tools were a big hit at a trade show I attended in Buenos Aires. They are already manufacturing far more than we do here in NZ and know that the tool works hard like an All Black!

The Slammer in California

Recently there was a wee bit of boat racing that took place in San Francisco. Yes I know it was painful, like the last 15 minutes of the World Cup, only this went on for 10 days and we lost.



In Argentina its called "The Hinka"



The Slammer in California



Internationale Eisenwarenmesse KOLN

Well, I have good news, because we lost in such a dramatic way, the Americans paid attention and in doing so they have realised that both those amazing boats were NZ made. This is a big win for NZ manufacturing and it has helped our representative in California sell our NZ made tools, so thank you all who supported Team NZ in the America's Cup. You are legends. (We will get them in 4 years!)

German Trade Show

The Slammer Team is off to the "Eisenwarenmesse" in March of next year. This is the largest tool trade show in the world, held in Cologne, Germany and it will be a big change from Fieldays, where I first started selling Slammers in 2008.

You can reach TJ and the Slammer Team at Lake Hawea by phone on +64 3 443 9297 and email: info@theslammertool.com



The SlammerTool From New Zealand

“

New Zealand's got quite a reputation around the world as having really simple, good design

TJ Irwin

Max Farndale
Manufacturers Success Connection
64 6 870 4506
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.
© 1995-2015 IPD Group, Inc. All Right Reserved.