



**For more information, please contact:**

Kharli Tyler, 262-790-6334

[Kharli.Tyler@MilwaukeeTool.com](mailto:Kharli.Tyler@MilwaukeeTool.com)

Heather Markovich, 262-790-6655

[Heather.Markovich@MilwaukeeTool.com](mailto:Heather.Markovich@MilwaukeeTool.com)

## **Empire Level Introduces Upgraded Torpedo Levels**

12/15/2016

MUKWONAGO, WI – Empire Level continues to deliver innovative solutions for layout applications with the introduction of five Next Generation Torpedo Levels, all made in the U.S.A. With the launch of these new designs, Empire further revolutionizes the torpedo level category by integrating new-to-world features and providing advanced functionality across the torpedo level line.

“It’s been nearly 81 years since Empire Level first invented the torpedo level, and since that time our torpedoes have led the industry by delivering best-in-class accuracy and overall performance,” said Rick Gray, Sr. VP and GM for Empire Level. “With this renowned reputation and history at the helm, we set out to improve upon our legacy line of torpedoes. We’re proud to unveil a lineup of Next Generation Torpedoes that build off the features our users have come to know and love, but are also enhanced with additional functionality never before seen – such as Ruler Grooves and Surface Grips.”

Empire’s new range of Next Generation Torpedo Levels consists of a 10” True Blue® Torpedo Level, 10” True Blue® Torpedo Level with DUAL PITCH™, 9” Magnetic

Reinforced Torpedo Level, and 12" Magnetic Reinforced Tool Box Torpedo Level (also available in metric).

Just like all True Blue® solutions, the new 10" Torpedoes represent the very best in high-performing layout solutions from Empire. Both are designed with a Ruler Groove for applications that require extended measuring and marking. This new-to-world feature allows users to insert a straight edge into the top groove of the Torpedo Level to create a longer measuring surface. An anti-slip Surface Grip on the back of the level also provides users with additional stability so the level doesn't slip while in use. The new True Blue® Torpedo Levels are also designed with powerful rare earth magnets for a superior holding strength on pipe and other metal surfaces.

All of Empire's Next Generation Torpedoes feature exclusive high contrast vial surrounds for industry-leading visibility, as well as a top read window for a clear overhead view. Empire's patented e-Band™ vials also provide maximum visibility and durability. For added utility, all 9" and 10" models have a tapered design so the Torpedo Level can easily slide in and out of pockets and pouches.

Backed by a Limited Lifetime Warranty, Empire's Next Generation Torpedo Levels are constructed from an all metal, I-Beam frame to withstand the harshest jobsite conditions and protect the level for long-life accuracy. The new core range of Torpedoes are a true testament to Empire's continued focus on developing advanced products for layout and measurement applications that offer trusted accuracy from project planning through project finish.

-

10" True Blue® Torpedo Level (em70.10)

10" True Blue® Torpedo Level with DUAL PITCH™ (em75.10)

- 9" Magnetic Reinforced Torpedo Level (em81.9)
- 12" Magnetic Reinforced Tool Box Torpedo Level (em81.12)
- 12" Metric Magnetic Reinforced Tool Box Torpedo Level (em81.12m)

**Comparison of Features**



**About Empire Level**

Since 1919, Empire level has earned the trust of the construction trades by delivering a broad range of innovative solutions focused on layout applications with industry firsts such as the Monovial, the Torpedo Level, the Magnetic Level, and most recently eBand™ vials. Empire continues its tradition of developing productivity solutions by living and breathing the user experience. Empire establishes relationships throughout the trades and uses the experiences in product design, creating a mutual partnership with a foundation that is BUILT ON TRUST. Empire’s advanced platform of True Blue products represents the best Empire has to offer in performance, durability and technology.

Empire employs over 200 people at its facilities in Mukwonago, Wisconsin where products are proudly MADE IN THE USA. Empire sells its products in over 50 countries worldwide. More information about Empire and its products can be found at: [www.empirelevel.com](http://www.empirelevel.com).

###