



For more information, please contact:

Kharli Tyler, 262-790-6334

Kharli.Tyler@MilwaukeeTool.com

Heather Markovich, 262-790-6655

Heather.Markovich@MilwaukeeTool.com

Empire Level Upgrades Tape Measure Lineup

01/12/2017

MUKWONAGO, WI – Committed to developing layout and measurement solutions that provide trusted accuracy from project planning through project finish, Empire Level has upgraded their tape measure lineup to introduce a new series of Autolock and Chrome Tape Measures that will offer best-in-class performance in the key areas of durability and functionality.

The new tape measures are designed with a nylon-coated blade to provide resistance to jobsite contamination and resistance to abrasion. A reinforced 5-screw housing provides increased durability against wear and tear and drops from elevated locations.

For added functionality, the Autolock Series features an Autolocking Brake to hold the blade in place and provide better retraction for improved life. It also includes easy-to-read fractional printing to help the user accurately calculate material needs for projects, as well as a belt clip for easier storage.

Designed to be compact and ergonomic, the new Tape Measures provide a better fit in the user's hand and a more comfortable experience during use. Each

add one

includes a convenient marking surface to assist when laying down a mark, scribing notes, and taking measurements.

The Empire Chrome and Autolock Series of Tape Measures join an array of high-performing next generation product upgrades Empire will launch this year to expand its range of advanced layout solutions. Backed by a limited lifetime warranty, the Tape Measures confirm Empire's commitment to best-in-class durability and innovation.

Empire Autolock Tape Measures

12' Empire Autolock Tape Measure (500AL-12)
16' Empire Autolock Tape Measure (500AL-16)
25' Empire Autolock Tape Measure (500AL-25)

Empire Chrome Tape Measures

12' Empire Chrome Tape Measure (300-12)
16' Empire Chrome Tape Measure (300-16)
25' Empire Chrome Tape Measure (300-25)
30' Empire Chrome Tape Measure (300-30)
35' Empire Chrome Tape Measure (300-35)

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.

###

###