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Simonds International Launches Advanced, On-Line Tools to Improve Customer Purchasing Decisions

Fitchburg, Mass. (October 29, 2010) – With the increasing number and sophistication of industrial band saw blades on the market, Simonds International has launched a new online catalog and cutting calculator designed to help customers optimize blade-purchasing decisions. The new web-based tools are designed to aid in the setup and performance of bandsaw machines and blades. Proper blade selection reduces material waste, extends blade life, and improves cut quality. The web-based catalog and calculators are located at www.neveryieldtosteel.com. Additional resources, such as Simonds' new Web based employee training and certification program, round out the site's offerings.

"As experts in cutting technology, we've created an array of tools to help end-users order and properly use our products. This helps them avoid common purchasing mistakes and sawing problems," said David Miles, Vice President of Sales and Marketing at Simonds.

Online catalog Customers select from various blade categories such as carbide, bi-metal, carbon, grit edge, and power hacksaws; blade offerings immediately appear as the user selects the type of material and shape to be cut. Easy-to-read reports detail blade applications, features, benefits, and performance.

Quick-Calc Customers select material and format; the Quick-Calc instantly recommends an optimum choice from among five blade types. Web logic reveals why the top blade was specified.

Advanced Cut Calculator Available exclusively to registered Simonds customers, the advanced cut calculator allows purchasers to specify the material to be cut, blade type and width along with a short list of optional settings; results include cutting rates, estimated blade life, total cuts, cuts remaining, square inches remaining, cost per hour, burden on shop rate per hour and other information useful to purchasers and corporate financial officers.

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About Simonds International

Simonds International, founded in 1832, is a leading supplier of cutting tools and related products to the wood, pulp, paper and metal markets. For more information, call (800) 343-1616 or visit www.simondsinternational.com.