

SIDEKICK™



LEATHERMAN®

Leave nothing undone.™

SIDEKICK SPECS

Stainless Steel Body
Spring-action Needlenose Pliers
Spring-action Regular Pliers
Wire Cutters
420HC Knife
420HC Serrated Knife
Wood Saw
Wood / Metal File
Ruler (1 in / 2.54 cm)
Small Screwdriver
Medium Screwdriver
Phillips Screwdriver
Bottle Opener
Can Opener
Wire Stripper
Carabiner Bottle Opener Accessory
Removeable Pocket Clip
Leather Sheath
Weight: 7.0 oz / 198.4 g
Tool Length Closed: 3.8 in / 9.7 cm
Primary Blade Length: 2.6 in / 6.6 cm

15
TOOLS



The Big Picture

- ★ Fastest growing market segment for multi-tools will be the entry-level price point.
- ★ Segment growth driven by first-time buyers across Gen X, Y and Baby Boomer groups.
- ★ All three generations are demanding value—more features and quality for the price.
- ★ Number one brand element attributed to Leatherman in unaided surveys: Quality.
- ★ Leatherman leads in brand awareness 2 to 1 over competition.
- ★ Leatherman tools are backed by a 25-year, no hassle warranty.

Today the global multi-tool market is approximately \$230 million (USD) and is expected to grow 11% by 2013. The two fastest growing segments are the entry-level and \$100+ (specialty-tool) price points. Drivers for this entry-level price point are primarily first-time buyers looking for value AND design, without sacrificing brand.

To ensure you're front and center to capitalize on the market potential, **Leatherman is introducing the Sidekick—a fresh new solution for the stale design and lower quality of competitor products.** The Sidekick is feature-rich with a cool, contemporary design that's attractive to a wide variety of first-time, multi-tool buyers at a value-priced \$29.99.

Increase Your Sales Leatherman Connects With the Customer

Generation (Gen) X, Y and the Baby Boomers make up about 79% of the U.S. population and represent about 94% of all multi-tool owners today. To these consumers, “frugal” and “value” do not mean cheap quality. Gen Y has been raised to believe in the concept of sustainability which leads them to seek out products that last over time. **Sidekick™ provides the quality, value and innovative design at the entry-level price point, these market-driving consumers demand.**

Brand Recognition

- > Unaided the Leatherman was top-of-mind for 16% as opposed to leading competitors' 8%
- > Aided the Leatherman brand was top-of-mind for 46%

Of the two, unaided is the more important number because they are more likely to buy. Their recall is due to either a high-level of brand messaging exposure, or because they have actively researched the product (or both). **Leatherman has twice the unaided brand recall of leading competitors, giving the Leatherman Sidekick twice the sales potential.**

Directing Consumers to Purchase The Leatherman Map

Consumers are almost four-times more likely to trust word-of-mouth recommendations from friends and family above all other sources of information. Leatherman users are fiercely loyal to the brand. **Surveys, VOC research and hundreds of unsolicited customer stories illustrate an outstanding propensity for word-of-mouth promotion by Leatherman users.**

The extremely positive experience of owning/using/saving-the-day with Leatherman products consistently outperforms competitive products in the number of reviews across retail sites, blogs, social networking platforms and forums for consumers to access. In addition Leatherman is dedicated to an extensive web site with videos and in-depth product information, as well as our rapidly growing fan base on Facebook (16,000 after only six months) and YouTube.

Tapping Into Pride Builds Sales

Now more than ever, there is pervasive call across the country for the return to our Made-in-the-USA roots. A sense of American pride, hard, honest work and that pioneering spirit that makes us so resilient and self-sufficient. Leatherman has no plans to move its Portland, Oregon manufacturing, even for the value-priced Sidekick. Backed by our industry leading, 25-year warranty, a value-proposition tool doesn't have to mean made overseas.

Product Specs

DESCRIPTION	SHEATH	PKG	ITEM #	MSRP	UPC CODE	SHIP DATE
Sidekick - Stainless Steel Finish	LEATHER	PEG	831428	\$46.00	0 37447 22398 3	9/1/11
Sidekick - Stainless Steel Finish	LEATHER	BOX	831429	\$46.00	0 37447 26635 5	9/1/11
Sidekick - Stainless Steel Finish	LEATHER	GIFT	831430	\$46.00	0 37447 29191 3	9/1/11
Carabiner Bottle Opener	NONE	PKG	930378	TBD	0 37447 10207 3	9/1/11
Removable Pocket Clip	NONE	PKG	930379	TBD	0 37447 37337 4	9/1/11
Leather Sheath	LEATHER	PKG	930380	\$3.50	0 37447 76265 9	9/1/11

DESCRIPTION	ITEM #	PKG	LENGTH (IN)	WIDTH (IN)	DEPTH (IN)	PKG WEIGHT (LB)	CARTON QTY	CARTON LENGTH (IN)	CARTON WIDTH (IN)	CARTON DEPTH (IN)	CARTON WEIGHT (LB)	CASE PACK UPC
Sidekick - Stainless Steel Finish	831428	PEG	9.5	5.5	2.5	0.67	12	16.5	8.5	9.75	9.0	5 37447 22398 8
Sidekick - Stainless Steel Finish	831429	BOX	5	3.5	1.75	0.55	24	14.5	10.75	5	14.3	1 37447 26635 2
Sidekick - Stainless Steel Finish	831430	GIFT	8.5	5	2.75	1.10	24	19.75	13	17	27.3	1 37447 29191 0
Carabiner Bottle Opener Accessory	930378	PKG	7.75	4	0.625	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Removable Pocket Clip	930379	PKG	7.75	4	0.625	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Leather Sheath	930380	PKG	7.75	4	1.5	N/A	N/A	N/A	N/A	N/A	N/A	N/A



Leather Sheath



Carabiner Bottle Opener Accessory



LEATHERMAN TOOL GROUP, INC. | WWW.LEATHERMAN.COM

PO BOX 20595 | PORTLAND, OR 97294

12106 NE AINSWORTH CIRCLE | PORTLAND, OR 97220

PHONE (503) 253-7826 | TOLL FREE (800) 847-8665