



 **CRESCENT**  
**Lufkin<sup>®</sup>**

**Measuring Tools Brochure**



**Trusted by the Trades.**

# FIVE LEGENDARY HAND TOOL NAMES NOW UNDER ONE ICONIC BRAND

As a part of the Apex Global Tool Group brand transition, beginning in 2018 the Crescent line will expand to include four other famous hand tool brands under the Crescent name.

These brands have built remarkable reputations on their own, and together,



will offer professional tradespeople over 2,600 quality tools they can count on to produce professional results, all under the Crescent banner.

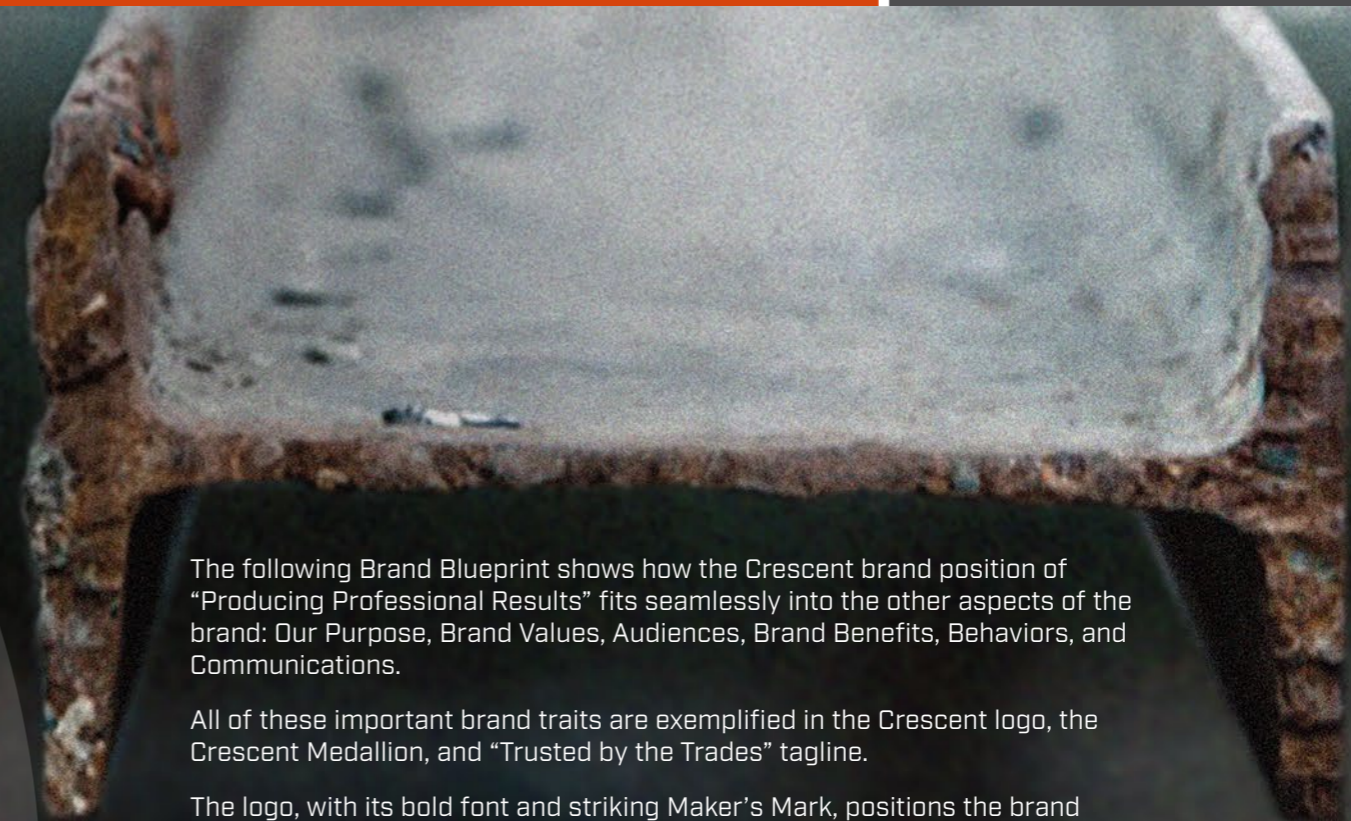
With over 150 years of collective tool making experience, Crescent and its supporting brands have proven to be “Trusted by the Trades”.

The new brand platform will allow Crescent and its supporting brands to reach a broader market of professional tradespeople through more consistent product design, packaging, and other forms of communication. A new generation of tradespeople is looking for tools that will help them produce professional results and a new, stronger Crescent will be there to answer that call.

Please note this is simply a brand identification change such as trade dress, packaging etc. The performance of the tools will not change. Same great tools you buy today. There will be no tool model number change. There will be no change to the current order system. There will be no disruption of service or performance in any way.

Over the course of the following months, you will begin to see the Crescent brand in the market in a more consistent and powerful way.

Stay tuned for more information as we go through this transition. If you have specific questions, please contact your sales associate.



The following Brand Blueprint shows how the Crescent brand position of “Producing Professional Results” fits seamlessly into the other aspects of the brand: Our Purpose, Brand Values, Audiences, Brand Benefits, Behaviors, and Communications.

All of these important brand traits are exemplified in the Crescent logo, the Crescent Medallion, and “Trusted by the Trades” tagline.

The logo, with its bold font and striking Maker’s Mark, positions the brand confidently and communicates strength.

The tagline, TRUSTED BY THE TRADES, works to communicate power, strength, quality, and heritage.

BRAND			OUR BEHAVIORS
<b>OUR PURPOSE</b> <b>What we offer:</b> Quality tools with proven innovation that enables the professional users			<ul style="list-style-type: none"> <li>Enabling the professional</li> <li>Observant (We know the job site)</li> <li>Expert (We know the tools)</li> <li>Confident Leadership</li> <li>Mentoring</li> </ul>
<b>How we act:</b> Producing Professional Results			
<b>Why we exist:</b> We believe in solving user problems			<b>COMMUNICATIONS</b> <ul style="list-style-type: none"> <li>Confident</li> <li>Authentic</li> <li>Energetic</li> <li>Professional</li> <li>Relevant</li> <li>Straight Talking</li> </ul>
<b>OUR BRAND VALUES</b> Tough, Innovative, Straightforward, Proactive, Problem-Solving			
<b>AUDIENCES</b> Pro Construction, Trades, Industrial, MRD, Aspirational DIY, Distributors 6 Retailers, Employees			
<b>OUR BRAND BENEFITS</b> <b>Rational</b> Innovation, Quality, Durability, Heritage, Experience, Performance		<b>Emotional</b> Confidence, Sentimental, Trust, Satisfaction, Proven, Emotive	

Below are examples showing different product shapes and different types of packaging for various Crescent Master Brand and Supporting Brand products.



We will have a rolling change of packaging and trade dress in the coming months. So you can see the existing products in the market for some time.

**CRESCENT**  
**Lufkin**

**SHORT HISTORY AND HERITAGE**

Ever since the first Lufkin® wood rule was produced in 1869, the Crescent Lufkin brand has been synonymous with high quality & unmatched accuracy.

Innovation is the key to success for every enterprise, and that was certainly the case for Crescent Lufkin, when, in 1890, Lufkin introduced the first steel measuring tape produced in the United States. Numerous innovative products were introduced in the following years, the most successful being the “spring joint” folding wooden rule. The folding rule remained the dominant measuring tool for tradespeople of all types until the 1940s when Lufkin, along with several other manufacturers, made the retractable tape measure a reality.

Today, Crescent Lufkin is a premier measuring products brand from Apex Tool Group, one of the largest hand tool manufacturers in the world. Crescent Lufkin power tapes, rules, long tapes, oil gauging tapes, and measuring wheels provide precise measurements for professionals and do-it-yourselfers alike. Tough “Hi-Viz Orange” power tapes are recognized the world over for their innovative design, quality, and accuracy. Crescent Lufkin also offers one of the widest available selections of special-purpose tapes and rules for commercial and industrial use. So whether it’s a steel rule in a factory, a specialized oil gauging tape at a refinery, or a power tape on a home construction site, those who know measurement reach for Lufkin.



Trusted by the Trades.

**SUB-CATEGORIES**

- Power Tapes
- Pocket Tapes
- Open Reel Fiberglass Tapes
- Steel Long Tape
- Measuring Wheels
- Oil Gauging Tapes
- Surveying Tapes
- Rules



**ULTRALOK**

- Chrome-plated lightweight high strength case.
- Blade lock holds blade at any length.
- Powered blade return
- Built-in shock absorber cushions blade return.
- Removable belt clip



Type	Code No.	Packed	Blade size		Weight g	Shelf Pack	Replacement Blade Type	Code No.	Shelf Pack
			Width	Length					
Y23CM	T0060402304	Carded	13 mm	3m	110	6	RY23CM	T0063802304	6
Y23CME	T0060402311	Carded	13 mm/1/2"	3m/10'	110	6			
Y25CM	T0060402504	Carded	13 mm	5m	160	6	RY25CM	T0063802504	6
Y25CME	T0060402511	Carded	13 mm/1/2"	5m/16'	160	6			
Y35CM	T0060403504	Carded	19 mm	5m	205	6	RY35CM	T0063803504	6
Y35CME	T0060403511	Carded	19 mm/3/4"	5m/16'	205	6	RY35CME	T0063803511	6
Y38CM	T0060403804	Carded	19 mm	8 m	335	6	RY38CM	T0063803804	6
Y38CME	T0060403811	Carded	19 mm/3/4"	8 m/26'	335	6			

**UNILOK**

- Black high strength case
- Blade lock holds blade at any length.
- Powered blade return
- Built-in shock absorber cushions blade return.
- Removable belt clip



Type	Code No.	Packed	Blade size		Weight g	Shelf Pack	Replacement Blade Type	Code No.	Shelf Pack
			Width	Length					
YU823CM	T0061082304	Carded	13mm	3m	110	6	RY23CM	T0063802304	6
YU823CME	T0061082311	Carded	13 mm/1/2"	3m/10'	110	6			
YU835CM	T0061083504	Carded	19 mm	5m	202	6	RY35CM	T0063803504	6
YU835CME	T0061083511	Carded	19 mm/3/4"	5m/16'	202	6	RY35CME	T0063803511	6
YU838CM	T0061083804	Carded	19 mm	8 m	323	6	RY38CM	T0063803804	6
YU838CME	T0061283811	Carded	19 mm/3/4"	8m/26'	323	6			

**SERIES P1000**

- Bright Hi-Viz® orange case - Easy to find on the Job
- Rubber cushion case exterior protects tape from impact and improves grip
- Fits easily into most tape holsters
- Bright yellow blade has clear easy-to-read numerals
- Toggle lock is positioned for convenient operation
- Holds the blade securely in any position
- Cushioned blade return



Type/Code No.	Packed	Blade size		Weight g	Shelf Pack
		Width	Length		
PHV1023CME	Carded	13 mm / 1/2"	3 m / 10'	130	6
PHV1035CME	Carded	19 mm / 3/4"	5 m / 16'	280	6
PHV1410CME	Carded	25 mm / 1"	10 m / 33'	600	6
PHV1048CME	Carded	25 mm / 1"	8 m / 26'	480	6

**LEGACY SERIES**

- Durable, Mirror-Finish Chrome Case
- Quad-Rivet End Hooks for Increased Durability (Not Available on 3 m Tape)
- Extra-Wide Lock Button for Easy Thumb Actuation
- Hi-Viz® Orange
- Matte Finish, Nylon Coated Blade



Code No.	Packed	Blade size		Weight g	Shelf Pack
		Width	Length		
L912CM	Carded	19 mm	3 m	142	6
L912CME	Carded	19 mm / 3/4"	3 m	142	6
L916CM	Carded	25 mm	5 m	272	6
L916CME	Carded	25 mm / 1"	5 m	272	6
L925CM	Carded	25 mm	8 m	390	8
L925CME	Carded	25 mm / 1"	8 m	390	8

**SERIES 2000**

- Ergonomic design, rounded case to feel as if it was part of the hand.
- High strength case with removable belt clip.
- Blade lock placed on top where the thumb expects it to be.
- Lock holds blade securely at any length.
- Unbreakable end hook and bright, clean graphics.
- Built-in shock absorber cushions blade return.



Type	Code No.	Packed	Blade size		Weight g	Shelf Pack	Replacement Blade Type	Code No.	Shelf Pack
			Width	Length					
2003	T0069200304	Carded	16 mm	3 m	135	6	R2003	T0069221704	6
2105	T0069210504	Carded	16 mm	5 m	191	6	R2105	T0069221707	6
2205	T0069220504	Carded	19 mm	5 m	230	6	RY35CM	T0063803504	6
2208	T0069220804	Carded	25 mm	8 m	439	6	RY48CM	T0063804804	6

**SERIES 600**

- Lightweight, High Strength,
- Case Fits Comfortably in Hand
- Hi-Viz Case
- Easy to find on the Job
- Unique Slide Lock Design allows for Easy Control of Tape Blade
- Wide Base Helps Keep Tape Standing Upright
- Clear Coat Blade Protection for More Durable Markings
- Easy to Read Yellow Clad Blade



Type/Code No.	Packed	Blade size		Weight g	Shelf Pack
		Width	Length		
L610CME	Carded	13 mm / 1/2"	3 m / 10'	107	6
L616CME	Carded	19 mm / 3/4"	5 m / 16'	209	6
L625CME	Carded	25 mm / 1"	8 m / 26'	403	8

## SERIES 500

- Good value at a low price.
- Durable ABS case, contour shape fits comfortably in hand.
- Hi-Viz® colour makes it easy to find.
- Unique slide lock for easy control.
- Triple-riveted (5 m and 8 m) respectively double-riveted (3 m)
- Reinforced end-hook
- Belt clip



Type/Code No.	Packed	Blade size		Weight g	Shelf Pack
		Width	Length		
L503CM	Carded	13mm	3m	107	6
L505CM	Carded	19mm	5m	209	6
L508CM	Carded	25mm	8m	403	6

## EXECUTIVE® DIAMETER

- Designed for measuring diameters of pipe, cable, tire or any circular object.
- Polished chrome case
- Zero falls in the same place on each side of the blade.
- Model W606PD shows diameter inches to 100ths, W606PM to millimetres.
- Yellow clad tape
- Easy-to-read bold graduations on yellow background.
- Spring action returns blade to case.



Type/Code No.	Packed	Blade size		Weight g	Shelf Pack
		Width	Length		
W606PD	Boxed	1/4"	6'	38	6
W606PM	Boxed	6mm	2m	38	6

## PEE WEE

- Pocket size ideal for office and home
- High strength case in black
- Power retraction operation
- Blade is not replaceable



Type	Code No.	Packed	Blade size		Weight g	Shelf Pack
			Width	Length		
Y612CM	T0061561254	Boxed	6mm	2m	30	25
Y613CM	T0061561354	Boxed	6mm	3m	40	25

## UNIVERSAL

- Small and compact
- Blade lock holds blade at any length
- Powered blade return
- High strength case
- With removable belt clip



Type	Code No.	Packed	Blade size		Weight g	Shelf Pack	Replacement Blade Type	Code No.	Shelf Pack
			Width	Length					
Y822CM	T0061182204	Carded	13mm	2m	66	6	RY22CM	T0063802204	6
Y822CME	T0061182211	Carded	13mm / 1/2"	2m / 6'	66	6			
Y823CM	T0061182304	Carded	13mm	3m	92	6	RY23CM	T0063802304	6
Y823CME	T0061182311	Carded	13mm / 1/2"	3m / 10'	92	6			

## MEZURALL IN METAL CASE

- Attractive, rugged zinc alloy case
- Ideal for industrial use
- Power retraction operation



Type	Code No.	Packed	Blade size		Weight g	Shelf Pack	Replacement Blade Type	Code No.	Shelf Pack
			Width	Length					
Y422CM	T0060842204	Carded	13mm	2m	120	6	RY22CM	T0063802204	
Y423CM	T0060842304	Carded	13mm	3m	140	6	RY23CM	T0063802304	
Y423CME	T0060842311	Carded	13mm / 1/2"	3m / 10'	140	6			

**SERIES 500**

- 3:1 gear ratio for fast winding
- Handle tucks away for convenient storage and transport.
- Dual material case for added durability. Over mold surround allows for better grip with either hand
- Dual-sided printed blade with nylon coating for product longevity and versatility
- End hook clips into housing to prevent it from catching on items while in storage

**NEW  
PRODUCT**



Code No.	Packed	Blade size		Shelf Pack
		Width	Length	
ST10CM	Carded	9,6mm	10 m	5
ST10CME	Carded	9,6mm / 3/8"	10 m / 33'	5
ST20CM	Carded	9,6mm	20m	5
ST20CME	Carded	9,6mm / 3/8"	20 m / 66'	5
ST30CM	Carded	9,6mm	30m	5
ST30CME	Carded	9,6mm / 3/8"	30 m / 100'	5

**FRAME TAPES**

- Unique pistol grip design
- Smooth wind-in mechanism
- Compact design fits into a tool chest.
- Steel blade will not stretch.



Type/Code No.	Packed	Blade size		Weight g	Shelf Pack	Replacement Blade Type / Code No.
		Width	Length			
FT30CM	Carded	13mm	30 m	648	6	RFT30CM
FT50CM	Carded	13mm	50 m	850	6	
FT30CME	Carded	13mm / 1/2"	30 m / 100'	648	6	
FT50CME	Carded	13mm / 1/2"	50 m / 150'	850	6	

**NEW FIBERGLASS TAPES**

- 3:1 gear ratio for fast winding
- Handle tucks away for storage and transport
- Durable plastic ring surrounding tapeline and tubular frame sections for added strength. Prevents fiberglass tape from getting dented or twisted
- Large, combination end-hook for versatility and one person use
- Dual sided printed blade with SAE and Engineer scales
- 40+ strand fiberglass to reduce blade stretching which leads to inaccurate measurements

**NEW  
PRODUCT**



Code No.	Packed	Blade size		Shelf Pack
		Width	Length	
FE30CME	Carded	13 mm / 1/2"	30 m / 100'	8
FE60CME	Carded	13 mm / 1/2"	60 m / 200'	4
FE90CME	Carded	13 mm / 1/2"	90 m / 300'	4

**MEASURING WHEELS**

- Measuring wheel, dual foldable, up to 9999,9 mm
- Wheel diameter 160 mm, calibrated to counter
- Wheel brake and counter reset in handle
- Compact, foldable design
- Rubber molded handle
- Carry bag included
- Centimeters and Meters



- Reset trigger in handle and counter
- Braking trigger in handle
- Patented hinge mechanism handle for storage, folded size 530 mm
- Full-cushion tire for improved traction
- 5 digit counter measures 10.000 m without resetting, 10 cm steps
- Built in kickstand wheel
- Large 305 mm wheel diameter provides more accurate measurements particularly on uneven terrain
- Comfortable handling, total length: 980 mm
- Centimeters and Meters



Code No.	Description	Packed	Weight g	Shelf Pack
MW16MEU	Measuring Wheel, ø 160 mm / 6 1/8"	Boxed	1100	1

Code No.	Description	Packed	Weight g	Shelf Pack
MW30MEU	Measuring Wheel ø 305 mm / 12"	Boxed	1720	4



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