



Nothing but **HEAVY DUTY.**



NEW PRODUCT LAUNCH

STABILIZING PERFORMANCE KNEE PADS



KNEE PADS PRODUCT UPDATES

48-73-6050



DISCONTINUING

REPLACED
BY

48-73-6051



NEW







USER DRIVEN PRODUCT IMPROVEMENTS
MORE SECURE STRAP, IMPROVED FIT AND COMFORT



KNEE PADS

CATEGORY & TRANSITION SUMMARY

CATEGORY MIX

FREE-FLEX KNEE PADS	HARD CAP GEL KNEE PADS	PERFORMANCE KNEE PADS	NON-MARRING PERFORMANCE KNEE PADS	STABILIZER PERFORMANCE KNEE PADS	STABILIZER PERFORMANCE KNEE PADS
48-73-6000	48-73-6010	48-73-6030	48-73-6040	48-73-6050	48-73-6051
				 DISCONTINUING	 NEW

SHIPPING

**EST. TRANSITION DATE
ORDERS SHIP
10.24.2022**



STABILIZER PERFORMANCE KNEE PAD

PRODUCT SUMMARY

Pre-Order Date: **N/A**

Show Online: **10.3.2022**

Launch Ship Date: **10.24.2022**

LARGE FLAT CAP



LAYERED GEL



HINGED THIGH STRAP



- **Large Flat Cap**
 - Increased Stability
- **Layered Gel**
 - Absorbs Pressure & Supports the Knee
- **Hinged Thigh Strap**
 - Better Mobility
- **Pressure Reducing Foam**
 - Foam Maintains Shape
- **Robust, Durable Cap**
 - Longest Life
- **2 Secure Adjustable Straps**
- **Wide, Secure Neoprene Lower Strap**
- **Cushioned Adjustable Thigh Strap**



ITEM #	DESCRIPTION	BUY PK	PACKAGING	UPC	50% OFF	HEAVY DUTY	IMAP
48-73-6051	STABILIZER PERFORMANCE KNEE PADS	3	HANG CARD	0045242793921	\$39.30	\$35.73	\$54.97





KNEE PADS

STABILIZER PERFORMANCE: COMPETITIVE LANDSCAPE

	MILWAUKEE	TOUGHBUILT	MASTERFORCE	PROLOCK	LIFT	WESTWARD	BUCKET BOSS	KLEIN
								
RETAIL	\$54.97	\$49.98	\$49.98	\$53.29	\$57.09	\$67.51	\$55.11	\$57.99
MODEL #	48-73-6051	TBL-KP-G3	MF-KP-G3	93183	LIFTKAX-0K	5MZR0	GX1	55629
LARGE FLAT CAP	YES	X	X	X	X	X	X	YES
PRESSURE REDUCING FOAM	YES	YES	YES	YES	YES	YES	X	YES
LAYERED GEL	YES	YES	YES	YES	X	YES	X	X
HINGED THIGH STRAP	YES	YES	YES	YES	YES	YES	X	X
2 SECURE ADJUSTABLE BUCKLES	YES	YES	YES	YES	YES	YES	YES	X

MOST SECURE. MAXIMUM COMFORT.



Nothing but **HEAVY DUTY.**

SETUP INFORMATION



KNEE PADS

SETUP INFO

Item #	Product Name	Launch Date	Ship Date	UPC (DPL)	List Price (DPL)	50% Off Cost (DPL)	HD Cost (DPL)	IMAP
48-73-6051	Stabilizer Performance Knee Pad	9/26/2022	10/24/2022	0045242793921	\$78.60	\$ 39.30	\$ 35.73	\$54.97

Product Length (in)	Product Height (in)	Product Width (in.)	Product Weight (lbs)	Package Height (in)	Package Width (in.)	Package Depth (in)	Package Weight (lbs)	Inner Pack Qty	Inner Pack Weight (lbs)	Inner Pack Height (in)	Inner Pack Length (in)	Inner Pack Width (in)	I2of5 Inner Pack UPC	Country of Origin Name	Harmonization Code
8	13	7	2.88	13.19	6.81	6.89	2.98	3	9.04	14.02	21.81	7.24	10045242793928	CHINA	6307909891



KNEE PADS

BRAND COLLATERAL

APPLICATION IMAGES

BLOCK IMAGES



PRODUCT VIDEO

SELL SHEET

E-COMM



**MAXIMUM COMFORT.
LONGEST LASTING.**

**MOST SECURE.
MAXIMUM COMFORT.**

Milwaukee

Feature	Standard Knee Pad All-Weather	Performance Knee Pad All-Weather	Non-Marking Knee Pad All-Weather	Ball Cap Knee Pad All-Weather	Ball Cap Knee Pad All-Weather
Knee Pad	✓	✓	✓	✓	✓
Lightweight Foam	✓	✓	✓	✓	✓
Secure Buckle	✓	✓	✓	✓	✓
Thick Foam	✓	✓	✓	✓	✓
Pressure Reducing Foam	✓	✓	✓	✓	✓
Ball Cap	✓	✓	✓	✓	✓
Lowest Cut	✓	✓	✓	✓	✓
Water Resistant Top	✓	✓	✓	✓	✓
Non-Marking Top	✓	✓	✓	✓	✓
1680D Ballistic Nylon	✓	✓	✓	✓	✓
Large Strap	✓	✓	✓	✓	✓
Impact Knee Strap	✓	✓	✓	✓	✓

SEE US ON PPE

Milwaukee

KNEE PADS

**STAY SAFE.
STAY PRODUCTIVE.**

**MOST SECURE.
MAXIMUM COMFORT.**



**STAY SAFE.
STAY PRODUCTIVE.**



KNEE PADS

BRAND COLLATERAL

1. Primary Image



2. Walkaround



3. Video



4. Video



5. Block Shot



6. Block Shot



7. Block Shot



8. Block Shot



9. App Shot



10. App Shot



11. App Shot



12. App Shot



13. Selection Guide

KNEE PADS					
Model	6051	6052	6053	6054	6055
Lightweight Design					
Shock Foam					
Pressure Reducing Foam					
Gel					
Latched Flap					
Water-Resistant Foam					
Adjustable Suspension					
Non-Slipping Grip					
100% Synthetic Fabric					
Tool Storage					
Weight: 1.5 lbs					

Models Affected:
48-73-6051

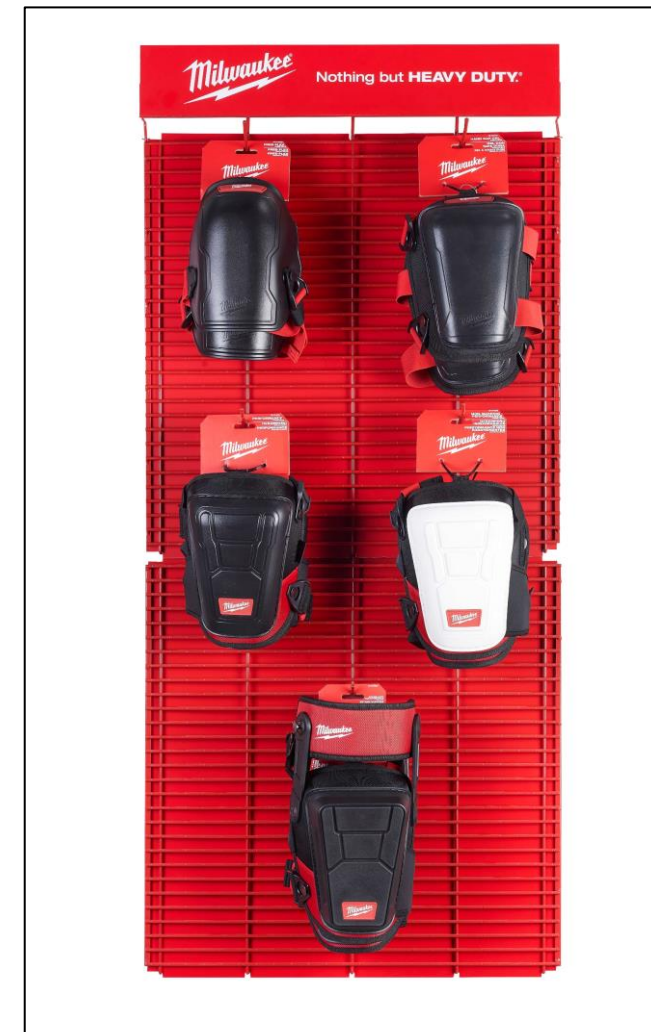
Use this slide as a guide for the order you should place the images on your website. To find the assets available for the model you are looking for, use the quick search window, and in the results page, click "YES" under E-comm Image Reel. If you are searching for a list of SKUs, use the Multiple Asset Search tool.



MERCHANDISING SOLUTIONS

BUY IN DATE: **NOW**

SHIP DATE: **NOW**



ITEM #	DESCRIPTION	
49-22-5233	RED RACK, MERCHANDISING COMPONENTS, (5) KNEE PADS	
49-22-5233H	RED RACK, HARDWARE MERCHANDISING COMPONENTS, (5) KNEE PADS	

ITEM #	DESCRIPTION	BUY PACK
48-73-6000	FREE-FLEX KNEE PADS	3
48-73-6010	HARD CAP GEL KNEE PAD	3
48-73-6030	PERFORMANCE KNEE PADS	3
48-73-6040	NON-MARRING PERFORMANCE KNEE PADS	3
48-73-6051	STABILIZER PERFORMANCE KNEE PADS	3



Nothing but **HEAVY DUTY.**®

FAQ'S & APPENDIX



Which Stabilizer Performance Knee Pad model number should I order?

Continue to order the 48-73-6050 until inventory runs out, at that point all open orders for the 48-73-6050 will automatically switch over to the 48-73-6051. We will be monitoring inventory closely and will send out an Alert Tree notification when inventory is sold out.

How long will we be selling through current Stabilizer Performance Knee Pad (48-73-6050) inventory?

We are expecting to sell through all current inventory by the end of November or early December if run rates remain unchanged as we sell through inventory.

Will I be able to no charge demo units of the new Stabilizer Performance Knee Pad (48-73-6051) to show my customers who are currently selling the old model number?

Yes, we will have inventory in OB that you can no charge to show your customers the design changes between the incoming and outgoing model numbers.

Is the Product UPC the same as the current Stabilizer Performance Knee Pad?

No, the UPC has changed on the New Stabilizer Performance Knee Pads, the new UPC is 0045242793921.

USER FRUSTRATIONS



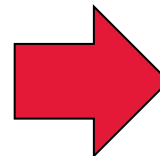
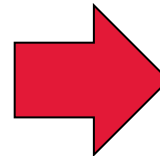
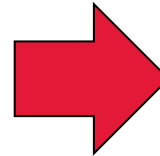
Knee pads with compressed foam becomes uncomfortable for the user.



When the gel becomes detached from the foam it become uncomfortable to kneel on and does not support the knee.



Knee pad caps crack from jobsite abuse.



MILWAUKEE® SOLUTIONS



PRESSURE REDUCING FOAM
Maintains Shape All Day



LAYERED GEL
Absorbs Pressure & Supports the Knee



LONGEST LASTING
Robust Durable Cap



KNEE PADS USERS

USERS



PRIMARY APPLICATIONS








Knee pads are used by all Milwaukee core users. There are a variety of styles for different applications. For example, a mason leveling concrete, a plumber clearing a drain, and a residential finish carpenter installing trim all need knee pads, but may need different caps for their application.



KNEE PADS

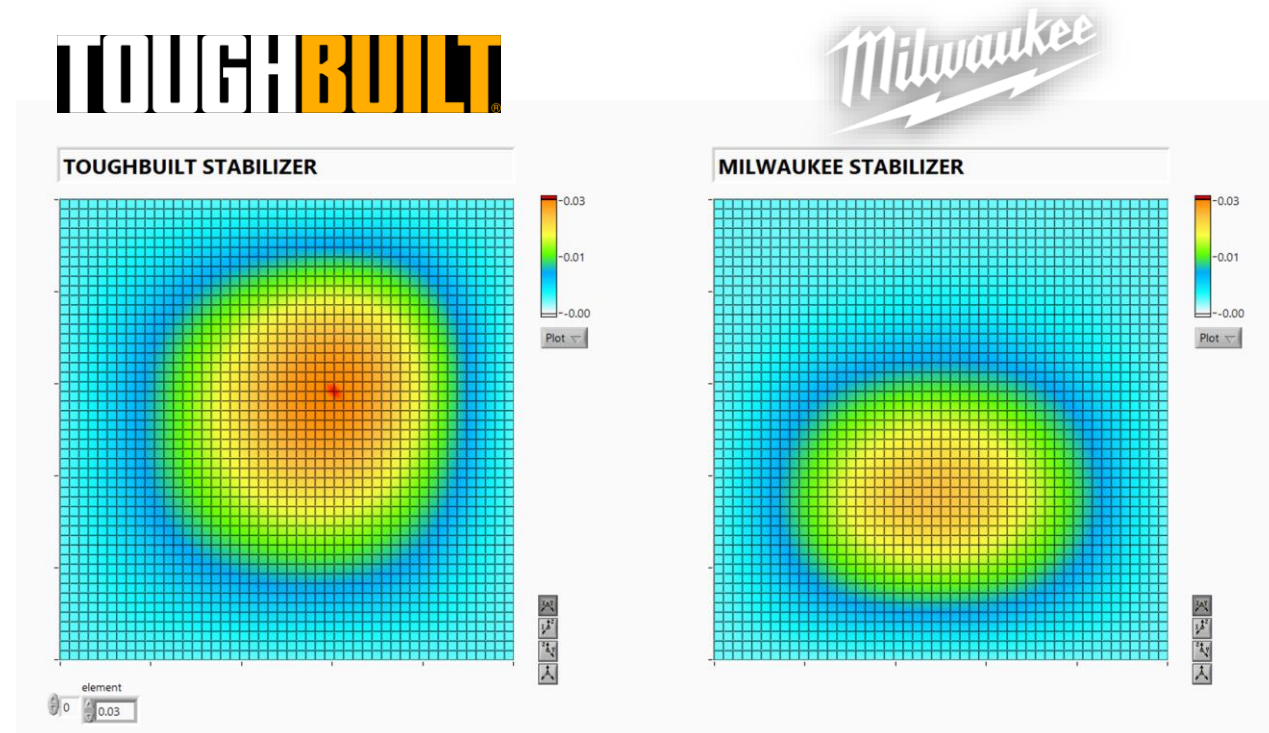
STEP UP

KNEE PAD SOLUTIONS	FREE-FLEX KNEE PADS	HARD CAP GEL KNEE PADS	PERFORMANCE KNEE PADS	NON-MARRING PERFORMANCE KNEE PADS	STABILIZER PERFORMANCE KNEE PADS
	 LIGHTWEIGHT COMFORT.	 SECURE GEL ZONE. BETTER COMFORT.	 MAXIMUM COMFORT. LONGEST LASTING.	 MAXIMUM COMFORT. LONGEST LASTING.	 MOST SECURE. MAXIMUM COMFORT.
COMMON ENVIRONMENTS	INDOOR/OUTDOOR, CONCRETE, GENERAL PURPOSE, ETC.	INDOOR/OUTDOOR, HARD, ROUGH, SHARP, OR UNEVEN SURFACE, HARDWOOD, LAMINATE, CONCRETE, ETC.	INDOOR/OUTDOOR, HARD, ROUGH, SHARP, OR UNEVEN SURFACE, HARDWOOD, LAMINATE, CONCRETE, ETC.	FINISHED FLOORS	STATIONARY APPLICATIONS, INDOOR/OUTDOOR, HARDWOOD, LAMINATE, CONCRETE, ETC.
LIGHTWEIGHT FOAM	X				
THICK FOAM		X			
PRESSURE REDUCING FOAM			X	X	X
GEL		X			
LAYERED GEL			X	X	X
WATER RESISTANT CAP	X				
ABRASION RESISTANT		X	X	X	X
NON-MARRING CAP				X	
1680D BALLISTIC NYLON BODY		X	X	X	X

STEP UP IN COMFORT, DURABILITY, & USER DRIVEN INNOVATION

PRESSURE DISTRIBUTION

- This demo simulates a 250lb individual kneeling in the same location over time.
- There are pressure sensors positioned under each fixture to show the pressure distribution.



- Red indicates the most pressure
- Blue indicates the least amount of pressure

MAXIMUM COMFORT.