



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

**48-73-6000**

#### HARD CAP GEL KNEE PADS

**48-73-6010**

#### PERFORMANCE KNEE PADS

**48-73-6030**

#### NON-MARRING PERFORMANCE KNEE PADS

**48-73-6040**

#### STABILIZER PERFORMANCE KNEE PADS

**48-73-6050**

#### STABILIZER PERFORMANCE KNEE PADS

**48-73-6051**



**DISCONTINUING**

**NEW**

**SELL THROUGH  
CURRENT  
INVENTORY**

### SHIPPING

**EST. TRANSITION DATE  
ORDERS SHIP  
10.24.2022**

Pre-Order Date: **N/A**Show Online: **10.3.2022**Launch Ship Date: **10.24.2022**

- **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.**



# 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

**Milwaukee**

Knee Pad	Lightweight Performance	Performance	Mid-Marching Performance	Anti-Slip	Pro-Fit
Basic Pads	✓	✓	✓	✓	✓
Secure Aards	✓	✓	✓	✓	✓
Thick Pads	✓	✓	✓	✓	✓
Pro-Fit™ Thigh Pad	✓	✓	✓	✓	✓
Lighted Pad	✓	✓	✓	✓	✓
Water Resistant Pad	✓	✓	✓	✓	✓
Anti-Slip	✓	✓	✓	✓	✓
Mid-Marching Pad	✓	✓	✓	✓	✓
Cold Weather	✓	✓	✓	✓	✓
Anti-Slip	✓	✓	✓	✓	✓
Hinged Thigh Pad	✓	✓	✓	✓	✓

**KNEE PADS**

### E-COMM



## 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



Models Affected:  
48-73-6051

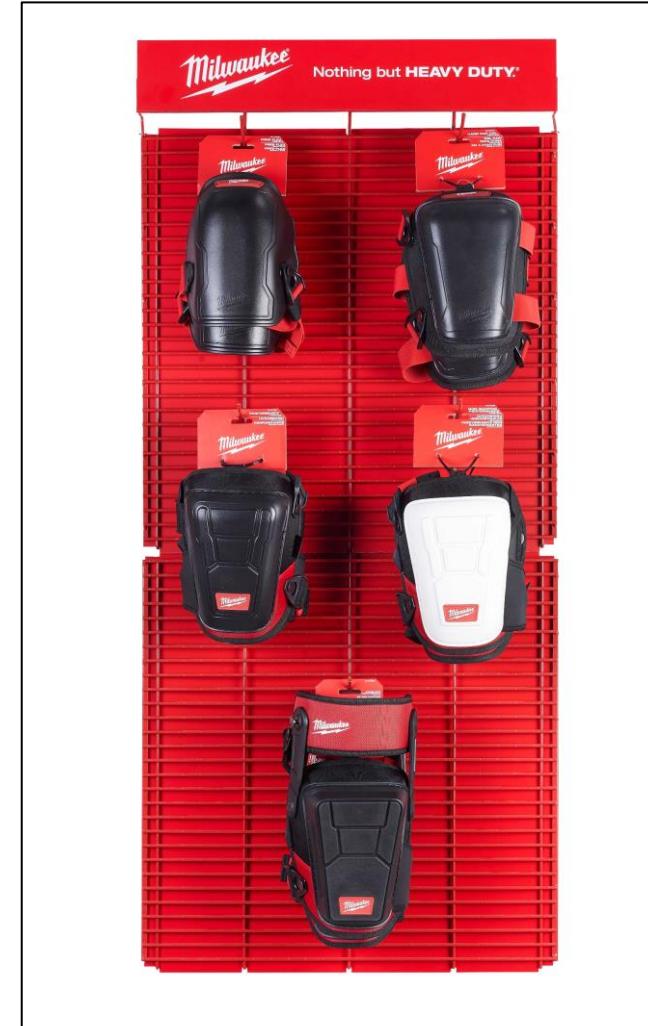
Use this slide as a guide for the order you should place the images on your website. To find the assets available for the model you are looking for, use the quick search window, and in the results page, click "YES" under E-comm Image Reel. If you are searching for a list of SKUs, use the Multiple Asset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



# 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



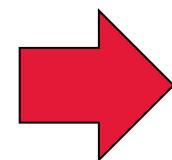
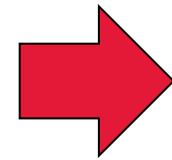
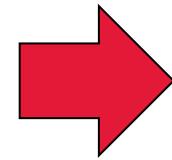
Knee pads with compressed foam becomes uncomfortable for the user.



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

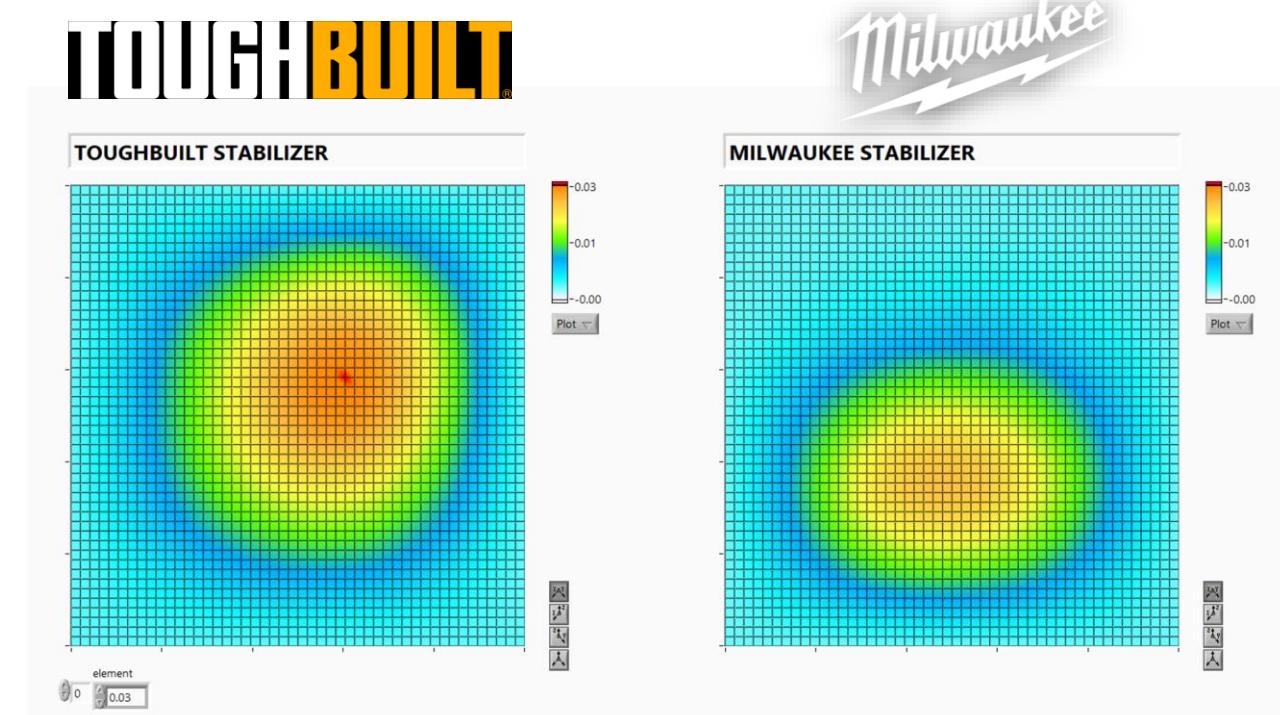
KNEE PAD SOLUTIONS	FREE-FLEX KNEE PADS	HARD CAP GEL KNEE PADS	PERFORMANCE KNEE PADS	NON-MARRING PERFORMANCE KNEE PADS	STABILIZER PERFORMANCE KNEE PADS
	 <b>LIGHTWEIGHT COMFORT.</b>	 <b>SECURE GEL ZONE. BETTER COMFORT.</b>	 <b>MAXIMUM COMFORT. LONGEST LASTING.</b>	 <b>MAXIMUM COMFORT. LONGEST LASTING.</b>	 <b>MOST SECURE. MAXIMUM COMFORT.</b>
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.**