

Milwaukee®

GREEN CROSS LINE LASER





ALL-DAY BRIGHTNESS.



3421
GREEN CROSS LINE LASER

PRE-ORDERS: OPEN NOW

SHIPPING: 10/28/2022



MILWAUKEE LASERS

MARKET OPPORTUNITY



EVERY TRADE.

EVERY SITE.

EVERYDAY.



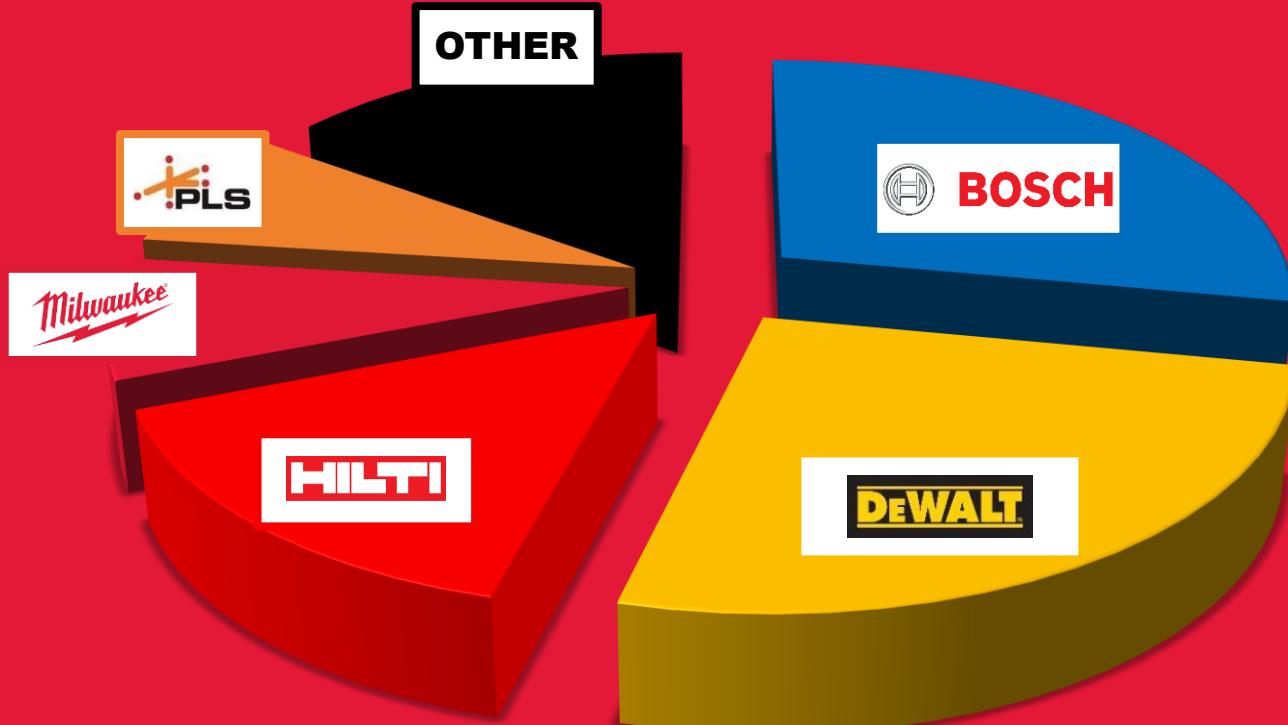
LASERS ARE A STAPLE TOOL ACROSS CORE TRADES



MILWAUKEE LASERS

MARKET OPPORTUNITY

LASER MARKET BY BRAND



PRO



CONSUMER



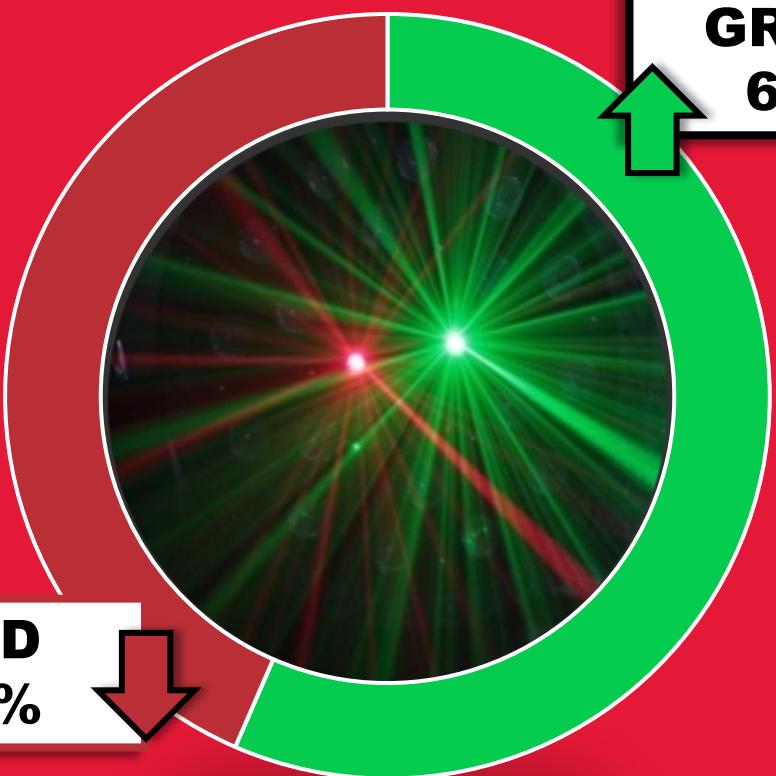
+65% OF MARKET IS DRIVEN BY PROFESSIONAL TOOL BRANDS



GREEN CROSS LINE LASER

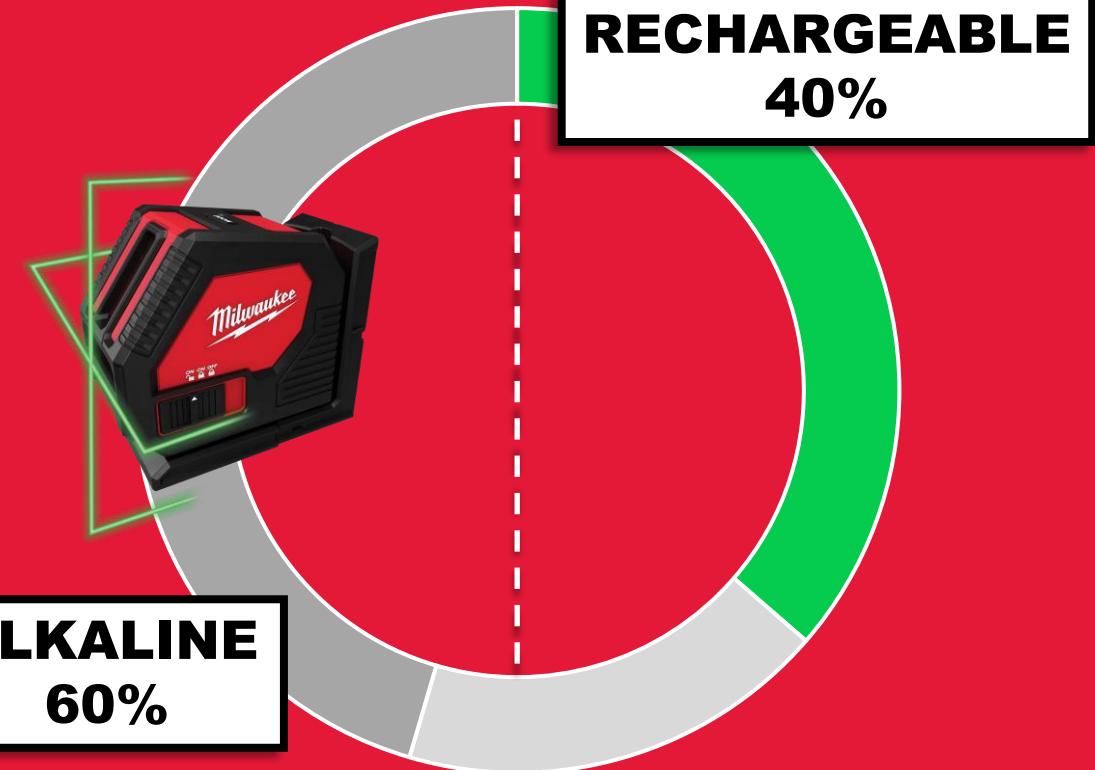
RUNTIME & VISIBILITY

LASER COLOR



GREEN LASERS ARE 4X BRIGHTER THAN RED

BATTERY POWER



BOTH ALKALINE AND RECHARGEABLE MARKETS CONTINUE TO GROW

LARGE OPPORTUNITY FOR A HIGH PERFORMANCE GREEN ALKALINE LASER



Nothing but **HEAVY DUTY.**[®]

TARGET USERS & APPLICATIONS



GREEN CROSS LINE LASER

USER OVERVIEW

TARGET LASER USERS



APPLICATION RANGE

WALL SQUARE



ALIGN / PLUMB



LEVEL



ALL CORE TRADES USE LASERS FOR LAYOUT & INSTALL APPLICATIONS IN NEW CONSTRUCTION & RENOVATION SITES

WHY IS MILWAUKEE LAUNCHING AN ALKALINE LASER?

- **Some users view Lasers as a consumable and do not want to make the investment in rechargeable**
 - Lasers are frequently damaged by other trades on site
 - Lasers are considered a high theft category by some users
- **A premium alkaline laser meets the needs of users with lower demand and lower frequency applications**
 - Lower frequency use also reduces the high cost of ownership normally experienced with an alkaline solution



USER APPLICATION DEMANDS AND PURCHASING HABITS CREATE AN OPPORTUNITY FOR A PREMIUM ALKALINE SOLUTION



GREEN CROSS LINE LASER

LASER CATEGORY OVERVIEW

PRO ALKALINE



TARGET USER

- LESS FREQUENT LASER USE
- LESS DEMANDING APPLICATIONS
- LOOKING FOR A LOWER UPFRONT INVESTMENT

POWERED BY REDLITHIUM™ USB



TARGET USER

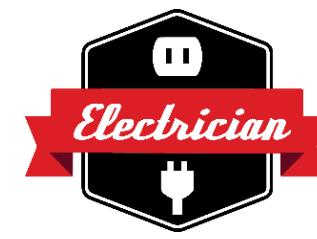
- MORE FREQUENT APPLICATIONS
 - LONGER RANGE SET-UP
 - VALUES THE COST SAVINGS & EFFICIENCY OF RECHARGEABLE

M12™



TARGET USER

- MOST DEMANDING APPLICATIONS
- LONGER RANGE SET-UP
- ENTRENCHED IN THE M12™ SYSTEM



**ALWAYS LEAD WITH PERFORMANCE | DRIVE STEP-UP INTO REDLITHIUM™ USB
AND M12™**



GREEN CROSS LINE LASER

LASER CATEGORY OVERVIEW

PRICE

PRO ALKALINE



- PREMIUM ALKALINE SOLUTION
- LOWER UPFRONT COST

- RECHARGEABLE STEP-UP
- MICRO ADJUST
- ELIMINATE HIGH COST OF ALKALINE OWNERSHIP

REDLITHIUM™ USB



- BEST RUNTIME AND VISIBILITY
- MICRO ADJUST
- M12™ SYSTEM COMPATIBILITY

PERFORMANCE



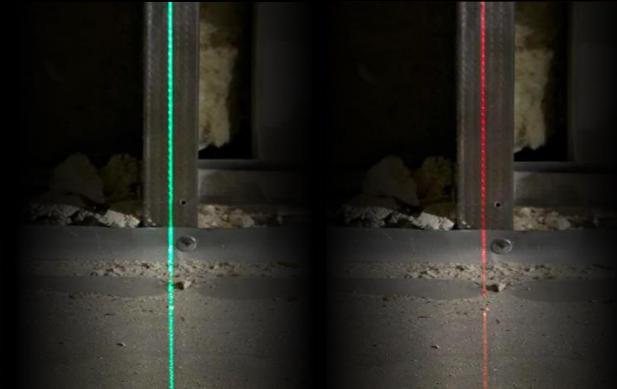
Nothing but **HEAVY DUTY.**®

USER NEEDS



GREEN CROSS LINE LASER USER NEEDS

VISIBILITY



- RED LASERS DO NOT DELIVER THE LEVEL OF VISIBILITY USERS EXPECT

POWER



- ALL-DAY RUN-TIME

SETUP



- LASER SET-UP AND PLACEMENT

DURABILITY



- DROPS/MAGNETS
- WINDOWS

MILWAUKEE LASERS FOCUS ON ADDRESSING CRITICAL USER NEEDS

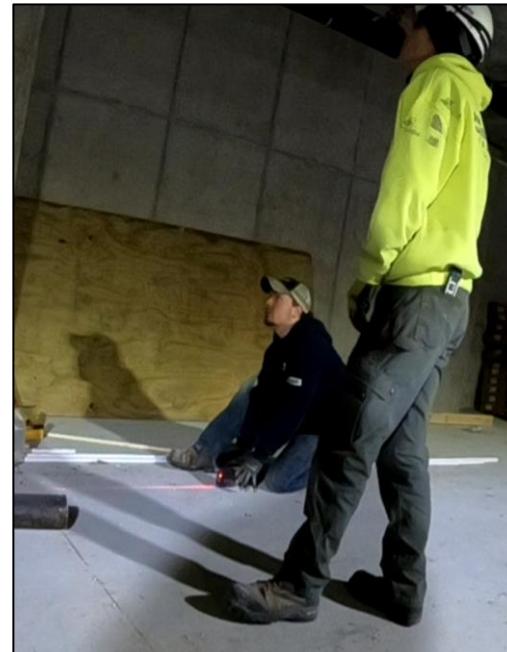
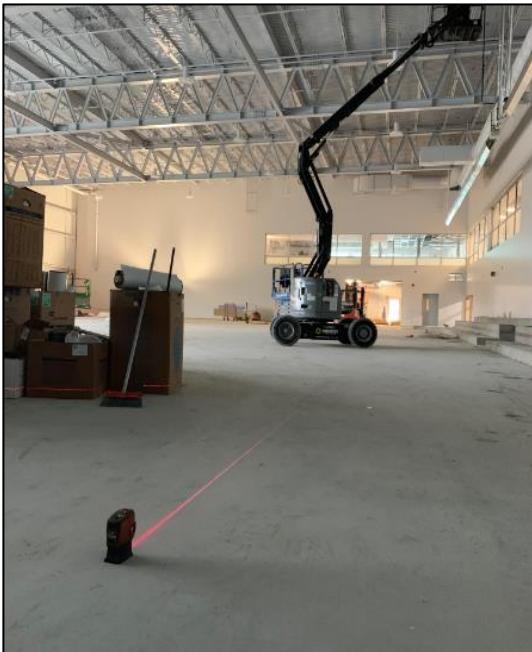
VISIBILITY

POWER

SETUP

DURABILITY

USER NEEDS & FRUSTRATIONS



RED LASERS DO NOT PROVIDE THE VISIBILITY THAT USERS REQUIRE AND FORCES MORE FREQUENT RE-SETUP

MILWAUKEE SOLUTION



**HIGH INTENSITY GREEN LINE
UP TO 100' WORKING RANGE**

VISIBILITY

POWER

SETUP

DURABILITY

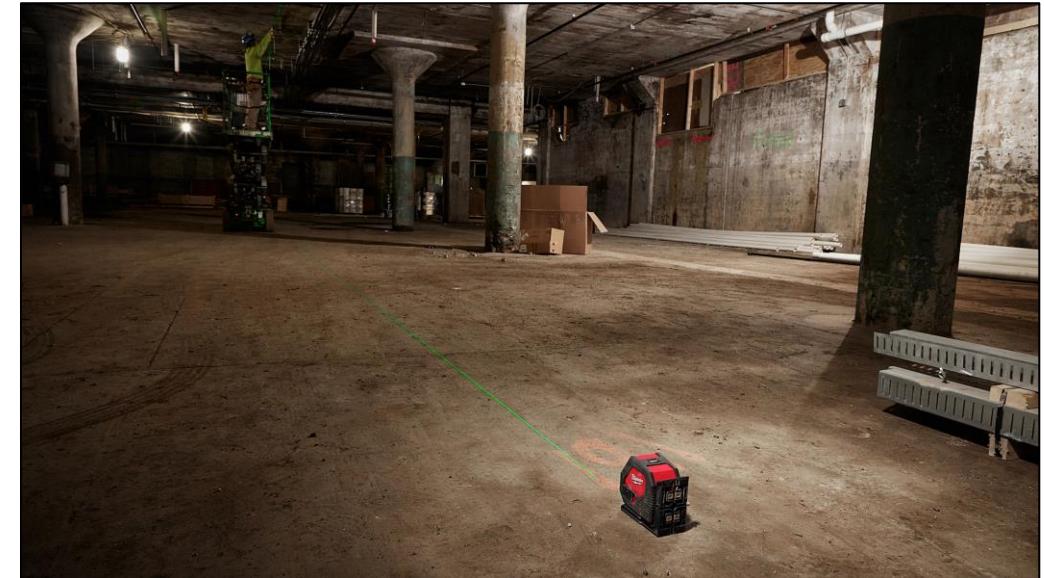
USER NEEDS & FRUSTRATIONS



LIMITED RUNTIME CREATES MORE DOWNTIME ON SITE

MOST ALKALINE GREEN LASERS ONLY PROVIDE **3 – 7**
HOURS OF RUNTIME BEFORE NEEDING TO CHANGE
BATTERIES

MILWAUKEE SOLUTION



8+ HOURS OF RUNTIME

POWERED BY 4AA BATTERIES

VISIBILITY

POWER

SETUP

DURABILITY

USER NEEDS & FRUSTRATIONS



COMPETITIVE LASERS LACK INTEGRATED BRACKETS

BRACKETS ARE EASILY LOST WHEN NOT PERMANENTLY ATTACHED

MILWAUKEE SOLUTION



**INTEGRATED MAGNETIC BRACKET
WITH AMPLIFIED RARE EARTH MAGNETS**

360 DEGREE ROTATION EVEN WHEN MOUNTED

NAIL AND SCREW HOLE FOR QUICK SET-UP

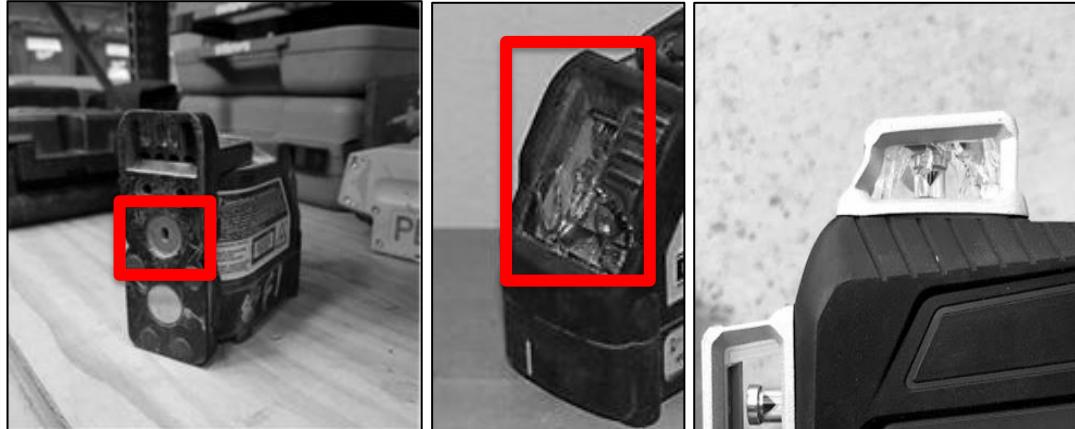
VISIBILITY

POWER

SETUP

DURABILITY

USER NEEDS & FRUSTRATIONS



COMPETITOR LASERS ARE MORE SUSCEPTIBLE TO DAMAGE FROM DROPS, FALLS, IMPACTS, AND JOBSITE ENVIRONMENTS.

WEAK MAGNETS CAUSE MOVEMENT OR SLIDING OF LASER ON METAL RISKING INACCURATE WORK & CAN LEAD TO LASERS FALLING & GETTING DAMAGED.

MILWAUKEE SOLUTION



NOTHING BUT HEAVY DUTY - PROTECTION FROM DROPS & IP RATED FOR WATER & DUST INGRESS

AMPLIFIED RARE EARTH MAGNETS WILL NOT SLIDE ON STEEL STUDS



PROGRAM OVERVIEW



GREEN CROSS LINE LASER

One-Slider

Pre-Order Date: **9/22/2022**

Show Online: **9/26/2022**

Launch Ship Date: **10/28/2022**



- **ALL-DAY BRIGHTNESS**
 - 8+ Hours of Runtime
 - Powered by (4) AA
- **BRIGHT GREEN LINES**
 - 4x the Brightness Over Red Lasers
 - Provides Users with 100' of Visible Working Range
 - 165' Working Range with Laser Detector
- **QUICK SETUP**
 - Integrated 360° Rotational Bracket
 - Powerful Amplified Rare Earth Magnets
- **DURABILITY**
 - 1M Drop Rating
 - IP54 Rated
 - Pendulum Lock – Protects Laser in Storage & Transport
- **COMPATIBILITY**
 - Compatible with All Current Milwaukee Laser Accessories



ITEM #	DESCRIPTION	UPC	HD	RETAIL
3421	Green Cross Line Laser	045242614257	\$172.00	\$229.00



GREEN CROSS LINE LASER

User One-Slider

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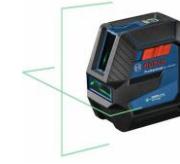


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GREEN CROSS LINE LASER

COMPETITIVE LANDSCAPE



Brand	MILWAUKEE	DEWALT	BOSCH	PLS	HILTI
Description	GREEN CROSS LINE LASER	Green Cross Line Laser	Green Cross Line Laser	Green Cross Line Laser	Green Cross Line Laser
Model #	3421	DW088CG	GLL100-40G	PLS 180G	PM 2-LG
FEATURES					
Runtime	8+ HOURS	4 Hours	6 Hours	3+ Hours	8 Hours
Diode Color	HIGH INTENSITY GREEN	Green	Green	Green	Green
Integrated Magnetic Bracket	YES - AMPLIFIED RARE EARTH MAGNETS	Yes	No	No	No
Battery Type	4AA	3AA	4AA	3AA	4AA
Pendulum Lock	YES	No	Yes	Yes	Yes
Accuracy	±1/8 In @ 33ft	±1/8 In @ 33ft	±1/8 In @ 33ft	±1/8 In @ 30ft	±1/8 In @ 33ft
Visible Range	100ft	75ft	100ft	100ft	100ft
Detector Range	165ft	165ft	165ft	165ft	165ft
IP Rating	IP54	IP54	IP54	IP54	IP54
Warranty	2 YEAR LIMITED WARRANTY	3 Year Limited Warranty	1 Year Limited Warranty	3 Year Limited Warranty	See Website
Price	\$229.00	\$219.00	\$259.00	\$422.99	\$470.00



MILWAUKEE LASERS

WARRANTY & AFTER-SALES SUPPORT

ALKALINE CROSS



3 POINT



CROSS + POINT



CROSS + POINT



SINGLE PLANE



CROSS & 4 POINTS



3 PLANE



ESERVICE

FACTORY SERVICE CENTERS

AUTHORIZED SERVICE CENTERS*

RED TOTE ELIGIBLE

30 DAY RETURN ELIGIBLE

B2B ELIGIBLE

*See FAQ for additional detail

BEST-IN-CLASS AFTER-SALES SUPPORT



SET-UP INFORMATION



GREEN CROSS LINE LASER

SETUP INFORMATION

Item#	Product Name	Product Manager	Launch Date (When Launch will be communicated)	Do Not Show Online Until Date (When it should go up on MT.com)	Ship Date (When it ships from OB)	UPC (DPL)	List Price (DPL)	50% Off Cost (DPL)	HD Cost (DPL)	Suggested Retail	iMAP	Buy PK QTY	Product Length (in)	Product Height (in)	Product Width (in.)	Product Weight (lbs)	Package Height (in) (DPL)
3421	Green Cross Line Laser	Kenan McCutcheon	9/22/2022	9/26/2022	10/28/2022	045242614257	\$361.00	\$180.50	\$172.00	\$229.00	\$229.00	1	5.28	4.72	2.68	1.630	7.72

Package Width (in.) (DPL)	Package Depth (in) (DPL)	Package Weight (lbs) (DPL)	Inner Pack Quantity (Required)	Inner Pack Weight (Lbs) (Required)	Inner Pack Height(in) (Required)	Inner Pack Length(in) (Required)	Inner Pack Width(in) (Required)	Master Pack Quantity (Required)	Master Pack Weight (Lbs) (Required)	Master Pack Height(in) (Required)	Master Pack Length(in) (Required)	Master Pack Width(in) (Required)	Master Pack I2of5 (Required)	Country of Origin Name	Harmonization Code
4.57	9.06	3.85	N/A	N/A	N/A	N/A	N/A	4	16.92	8.82	19.09	10.91	10045242614254	China	9031499000



DEMO & FAQ

MATERIALS NEEDED



ProSTUD 25 3-5/8 in. x 8 ft. 25-Gauge EQ Galvanized Steel Wall Framing Stud



ProTRAK 25 1-1/4 in. x 3-5/8 in. x 10 ft. Galvanized Steel Track



7/8 in. x 12 ft. Ceiling Grid Wall Molding



1/2 in. x 23-5/8 in. x 23-5/8 in. Patch and Repair Drywall



#7 x 7/16 in. Phillips Pan-Head Self-Drilling Framing Screw



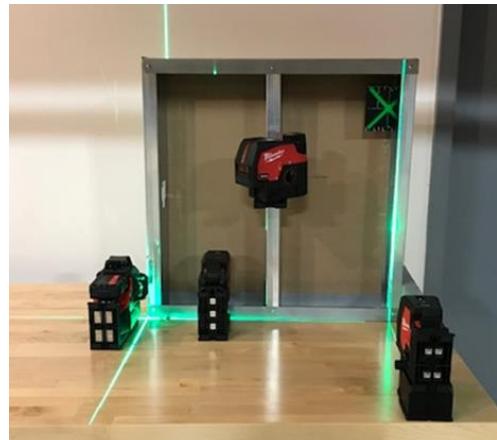
#6 x 1-1/4 in. Phillips Bugle-Head Drywall Screws

INSTRUCTIONS

1. Cut the Steel Stud track to match the width of the drywall – 23-5/8", quantity (2)
2. Cut the steel studs to match the width of the drywall – 23-5/8", quantity (3)
3. Position the steel studs between the plates and fasten together with the pan head screws
4. Attach the drywall to your steel stud wall using the drywall screws
5. Cut a piece of wall molding to 23-5/8" and add to the drywall 6" below the top
6. Add a brace to either side to stabilize the display

How to utilize the demo:

1. Show the magnet strength by attaching lasers to steel studs
2. Show compatibility with laser track clip on the wall molding
3. Show visibility by checking plumb of the steel studs





How accurate are Milwaukee® lasers?

All Milwaukee® Lasers are accurate to +/- 1/8" @ 33'.

Does the 3631-21 M12™ 360 Single Plane or 3632-21 M12™ 3 Plane Laser Replace a Rotary Laser?

No. While Plane Lasers provide 360-degree line visibility and can be used for similar applications as a rotary laser, they do not provide the range or level of accuracy needed to replace a Rotary Laser.

Does Milwaukee Make any Red Lasers?

No. Milwaukee is focused on delivering best in class visibility with high output green lasers. Green lasers are 4X brighter than red lasers & provide significant visibility advantages in all working environments.

What Class are Milwaukee Lasers?

All Milwaukee® Lasers are Class 2 (II) and emit wavelengths between 510-530 nm with output below 1 milliwatt. Class 2 lasers are considered safe for normal operation without specific protective eyewear. Class 2 lasers are not a skin or materials burn hazard. That said, users should not stare into beam or view directly with optical instruments.

What is the Warranty for Milwaukee Lasers?

M12™ Lasers: 3 Year warranty on the tool, 3-year warranty on XC batteries, and 2-year warranty on compact batteries

RedLithium™ USB Lasers: 2 Year warranty on the tool, 2-year warranty on the battery

Milwaukee® warranty standards apply, including evaluation of wearable components and extreme or abusive use.

How can users address returns, warranty, or after-sales support needs on Milwaukee lasers?

Customers can utilize all familiar touchpoints for warranty & after-sales inquiries with Milwaukee Lasers:

- Factory Service Centers – All Milwaukee lasers will be eligible for after-sales support at 19 FSC locations
- eService – All Milwaukee laser will be eligible for after-sales support utilizing eService. **NOTE:** Lasers should always be turned to the OFF & LOCKED position when shipping. Lasers should also be carefully packaged and well protected when shipping. Customers should package the laser in the hard carrying case provided upon purchase whenever possible to ensure the tool is protected in transport.
- Authorized Service Centers – All Milwaukee lasers will have limited service components that can be addressed at ASC locations. ASC locations will not be authorized to service accuracy or calibration related situations. If customers return with accuracy or calibration concerns, these should be addressed with Milwaukee eService or FSC locations.
- 30-Day Return – All Milwaukee lasers will be eligible for 30 day return process

Are Lasers Red Tote & B2B Eligible?

Yes, all Milwaukee lasers can be included in Red Tote process. **NOTE:** Lasers should always be turned to the OFF & LOCKED position when shipping. Lasers should also be carefully packaged and well protected when shipping. Customers should package the laser in the hard carrying case provided upon purchase whenever possible to ensure the tool is protected in transport.

Lasers are B2B eligible for customers utilizing this program.

What is covered in the IP rating for Milwaukee® Lasers?

The IP Rating for Milwaukee Lasers includes tool only. Batteries are not included.

Can Milwaukee lasers mount to a tripod?

Yes. RedLithium™ USB lasers have a 1/4 - 20 threading to connect to a tripod. M12™ Lasers include both that same 1/4-20 threading and a 5/8-11 threading for larger connections. Milwaukee lasers will be compatible with competitive tripods that utilize these connections.

Do these lasers have a hard case?

Every Milwaukee laser KIT will come with a hard case at purchase. The 3622-20 M12™ Cross Line & Plumb Points BARE TOOL will NOT include a hard case at point of purchase.

Why is my laser line or dot blinking?

There are multiple reasons that your laser may blink. Low battery, out of level, and LOCKED & ON will all cause the laser to blink. Refer to the user manual for more details.

Do Lasers Work Outside?

All Milwaukee point, line, and plane lasers are intended primarily for interior use & application, but they can be utilized outside. Regarding visibility performance, all lasers, whether being used for interior or exterior work, are impacted by direct or ambient light. Lots of ambient light in a work environment will make all lasers more difficult to see especially at distance. Users commonly utilize a laser detector when working outside to pick up the laser when visibility is difficult.

How do you check if a laser level is accurate?

Refer to the owner's manual for in field accuracy checks

Does it have a pulse mode for use with a laser detector?

Milwaukee Lasers come ready to use out of the box and are always detector compatible – no special mode or setting is required.

Do Milwaukee lasers have a low power mode?

Yes, all Milwaukee lasers have a low power mode to conserve battery. On RedLithium USB lasers – press and hold the MODE button for 3 seconds to engage low power settings. On M12™ Lasers – press and hold the MODE button for 3 seconds (3622-20) or press and hold the side vertical plane selector button for 3 seconds. NOTE: the laser line will become noticeably dimmer in low power mode.

Do Milwaukee Lasers have a pendulum lock?

Yes, all Milwaukee Lasers have a pendulum lock to protect internal components in storage or transport. All lasers should be stored in OFF and LOCKED mode for transport. All Milwaukee line or plane lasers can also function in an ON and LOCKED mode – the pendulum is still locked so users can replicate angles while using the laser line on.

What lasers are compatible with Milwaukee accessories?

Track Clip: All Milwaukee Lasers work with the 48-35-1313 Track Clip

Target: All Green lasers, including Milwaukee & competitive lasers work with the 48-35-1111 Laser Target

360 Mount: All Milwaukee Line and Plane Lasers work with the 48-35-1311 360° Mount



Milwaukee®

