



# REDLITHIUM™ USB HARD HAT HEADLAMP

NEW PRODUCT LAUNCH



# REDLITHIUM™ USB HARD HAT HEADLAMP



2163-21

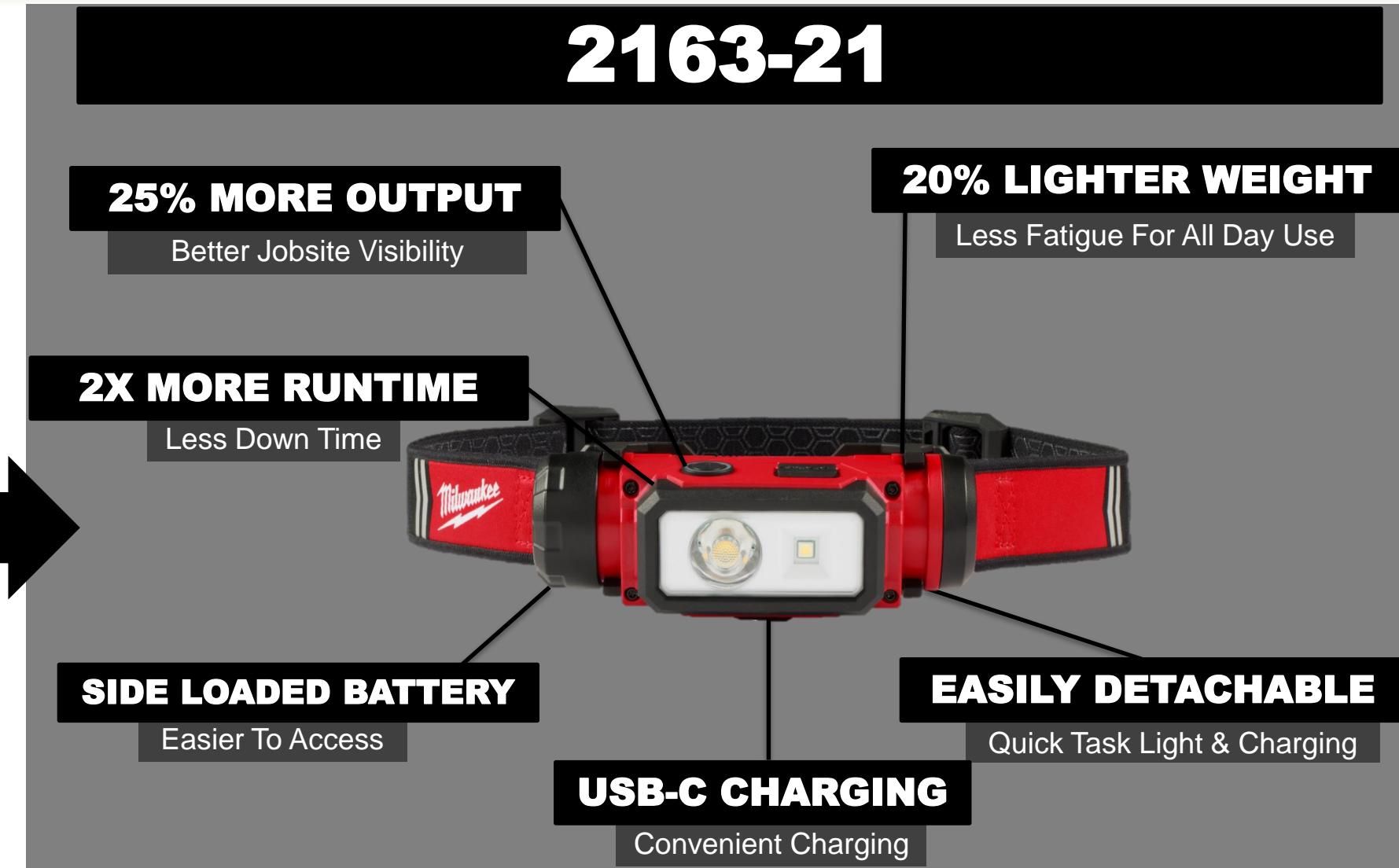
**20% LIGHTER WEIGHT, BRIGHTER, MORE RUNTIME**



# USER DRIVEN IMPROVEMENTS

**2111-21**

- 475 Lumens
- 4.5 Hours Of Runtime
- 0.41 lbs
- Rear Door Battery
- Micro USB Charging
- Non-detachable





# KEY IMPROVEMENTS



DISCONTINUING

2111-21



NEW!

FEATURES

2163-21

475 Lumens	<b>OUTPUT</b>	600 Lumens
4.5 Hours	<b>RUNTIME</b>	9 Hours
0.41 Lbs	<b>WEIGHT</b>	0.33 Lbs
Rear Battery Door	<b>BATTERY ACCESS</b>	Side Loaded
Mirco USB	<b>CHARGING</b>	USB-C
Attached	<b>LIGHT HEAD</b>	Detachable
\$69.97	<b>RETAIL PRICE</b>	\$69.97



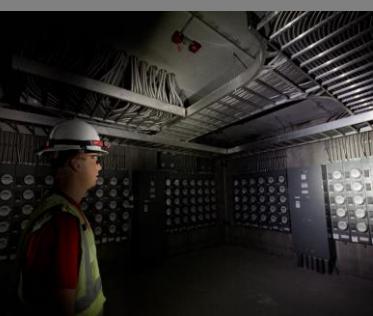
# USERS & APPLICATIONS

## USERS

ANY TRADE THAT REQUIRES A HARD HAT



### HEADLAMP APPLICATIONS



✓ Hands Free Task Lighting

✓ Spotting & Searching

✓ Navigation

### DETACHED APPLICATIONS



✓ Easy Charging



✓ Task Lighting In Tight Spaces



# COMPETITIVE LANDSCAPE



Brand	MILWAUKEE	KLIEN	COAST	NEBO	NEBO
Sku	2163-21	56048	XPH30R	Transcend 7001	Transcend 1500
Price	\$69.97	\$39.97	\$69.99	\$39.99	\$69.99
PERFORMANCE					
Lumens	600 / 400 / 100 / 400 / 100	400 / 200 / 100	1,000 / 490 / 150 / 40	1,000 / 450 / 170 / 30 / 450	1,5000 / 750/ 300 / 30 / 750
Modes	Hybrid/ High Flood/ Low Flood/ High Spot / Low Spot	All On / Spot High / Flood Low	Turbo/ High/ Medium / Low	Turbo / High / Medium / Low / Strobe	Turbo / High / Medium / Low / Strobe
Runtime	5 hrs / 9 hrs / 20 hrs / 9 hrs / 20 hrs	4hrs / 12 hrs / 22 hrs	35 sec / 7.45 hrs / 10 hrs/ 41 hrs	40 Sec / 4hrs / 5.5 hrs/ 27.5 hrs / 4 hrs	30sec / 4 hrs / 5.5 hrs / 28 hrs / 4 hrs
FUNCTIONAL CHARACTERISTICS					
Battery Type	REDLITHIUM™ USB	Internal Rechargeable	18650	18650	18650
Charger	USB - C	Micro USB	USB-C	Miro -USB	USB-C
PHYSICAL CHARACTERISTICS					
Weight	0.33 lbs	0.20 lbs	0.16 lbs	0.31 lbs	0.32 lbs
Durability Claims	IP54, Chemical Resistant, Survives 6Ft Drops	Drop-test Rating Of 6-foot, Dust And Water Resistant	Weather Resistant	IP66	IPx7
Unique Features	Detachable	Light Sensor For 3 Min Auto Off	Detachable W/ Magnet	Detachable W/ Magnet	Detachable W/ Magnet

**HOW WE WIN:**

**SUSTAINED PERFORMANCE**

**MULTIPLE MODES**

**AMPLE RUNTIME**



# HOW WE WIN!

ADAPTS

PERFORMS

SURVIVES



## EASILY DETACHABLE

- For Easy Charging Or Task Lighting In Tight Spaces



## 180° OF LIGHT HEAD MOBILITY

- Precision Light Positioning



## REDLITHIUM™ USB COMPATIBLY

- High Output With All Day Runtime, More Recharges, And 3X Faster Charge Time



## 20% LIGHTER WEIGHT

- Less Fatigue For All Day Use





# HOW WE WIN!

ADAPTS

PERFORMS

SURVIVES



## 600 LUMENS & UP TO 20 HRS OF RUNTIME

- Adjust The Modes And Output To The Type Of Job

## 2 HOUR CHARGE TIME

- Get 50% Charge In Under 30 Minutes, 80% In Under 1 Hour

## SUSTAINED PERFORMANCE OVER TIME!

- More Output For Longer

MARKETED OUTPUT	OUTPUT AT 40 SECONDS
 Milwaukee 2163-21	600 Lumens <b>600 Lumens</b>
 Coast XPH30R	1,000 Lumens <b>490 Lumens</b>
 Nebo Transcend 7001	1,000 Lumens <b>450 Lumens</b>



# HOW WE WIN!

ADAPTS

PERFORMS

SURVIVES

## WATER AND DUST RESISTANT



## IP54: WATER & DUST RESISTANT

Built To Withstand The Harshest Conditions



## CHEMICAL RESISTANT

Able To Handle Jobsite Chemicals



## DROP RATED

A Headlamp That Is Designed To Last



2 YEAR WARRANTY ON BATTERY  
LIMITED LIFETIME WARRANTY ON LIGHT



# PRODUCT WALK AROUND

## STATE OF CHARGE INDICATOR

LED Indication		
	GREEN	YELLOW
During Charge	100% - 50%	49% - 10%
During Discharge	100%	50% - 99%
	0% - 49%	



## 180° OF VERTICAL MOBILITY

Get Light Exactly Where It Is Needed



## SIDE LOADED BATTERY

Easily Access & Swap Redlithium™ USB Batteries



## USB-C CHARGING

2.1AMP Charging Rate



## 5 MODES

MODES	LUMENS	RUNTIME
Hybrid	600	5 Hours
Flood High	400	9 Hours
Flood Low	100	20 Hours
Spot High	400	9 Hours
Spot Low	100	20 Hours

## EASILY DETACHABLE

For Hard To See Places & Easier Charging



**20% LIGHTER WEIGHT, 25% BRIGHTER**

Pre-Order Date: 10/3/2022

Launch Ship Date: 11/15/2022



## PERFORMS

- 600 Lumens Of TRUEVIEW High-definition Output
- 5 Output Modes To Enhance Brightness And Runtime

## ADAPTS

- Compatible With All Hardhat Sizes And Shapes
- Removeable Light Design Makes For Easy Charging & Quick Task Lighting
- Compatible with the Redlithium™ USB Battery
- Includes 4 Hard Hat Clips

## SURVIVE

- IP54 : Water & Dustproof
- Chemical Resistant
- 2M (6FT) Drops



ITEM #	DESCRIPTION	HEAVY DUTY	RETAIL
2163-21	REDLITHIUM™ USB Hard Hat Headlamp	\$51.10	\$69.97



# PERSONAL LIGHTING SEGMENTATION

Price ↑

**BEST-IN-CLASS PERFORMANCE**

**MILWAUKEE® PERSONAL LIGHTS**



**BEST-IN-CLASS SUB-COMPACT  
RECHARGEABLE PERFORMANCE**

**MILWAUKEE® RECHARGEABLE PERSONAL LIGHTS**



**Performance →**

**INDUSTRY'S BEST PERFORMANCE  
RECHARGEABLE SYSTEM**

**MILWAUKEE® REDLITHIUM™ USB**





# BATTERY TYPES

## MILWAUKEE® PERSONAL LIGHTS



### SUB - COMPACT



- Most Common Form Factors
- Uses Disposable Batteries

MILWAUKEE NON-RECHARGEABLE MEETS THE NEEDS OF USERS WHO NEED COMPACT, BUT LESS PERFORMANCE

## MILWAUKEE® RECHARGEABLE PERSONAL LIGHTS



### SUB - COMPACT



- Most Compact Form Factor
- Step Up From Alkaline Performance

MILWAUKEE RECHARGEABLE MEETS THE NEEDS OF USERS WHO NEED THE MOST COMPACT SOLUTIONS

## MILWAUKEE® REDLITHIUM™ USB



### MAXIMUM PERFORMANCE



- Best Performance
- Most Demanding Tasks
- The Best Performance In Rechargeable

REDLITHIUM™ USB MEETS THE NEEDS OF OUR MOST HEAVY - DUTY USERS



# PERSONAL LIGHTING CHARGER UPGRADE

Micro USB to A



## MICRO USB CHARGING CORD

**Interface**



**Charge Rate**

2.1 AMPS

**Charge Time**

2 HRS

USB-C to A

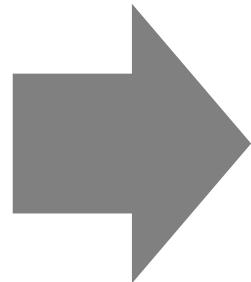


## USB-C CHARGING CORD



2.1 AMPS

2 HRS



**ALL DAY  
RUN-TIME\***

**MORE  
RECHARGES**

**3X FASTER  
CHARGE TIME**

**COMPATIBILITY UPGRADES COMING ON ALL REDLITHIUM™ USB PRODUCTS**



# REDLITHIUM™ USB HARD HAT HEADLAMP

## Headlamp Landscape



Model	2103	2104	2012R	2163-21	2115-21	2118-21	2116-21
Price	\$29.97	\$39.97	\$59.97	\$69.97	\$69.97	\$89.97	\$99.97
<b>Key Features</b>							
Rechargeable	NO	NO	INTERNAL	REDLITHIUM USB	REDLITHIUM USB	REDLITHIUM USB	REDLITHIUM USB
Max Output	350	450	450	600	600	600	600
Spot Mode	No	Yes	Yes	Yes	No	No	Yes
Flood Mode	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Beam Distance	-	100M	70M	100M	-	-	125M
Runtime (High)	4 hrs	2 hrs	2.5 hrs	5 hrs	2.5 hrs	4 hrs	1.75 hrs
Recharge Time	N/A	N/A	1.7 hrs	2 hrs	2 hrs	2 hrs	2 hrs
Battery Position	FRONT	FRONT	FRONT	FRONT	BACK	BACK	FRONT
Headwear Fit	Head & Hard Hat	Head & Hard Hat	Head & Hard Hat	Hard Hat	Head & Hard Hat	BOLT Only	Hard Hat
<b>Durability</b>							
IP Rating	IP54	IP54	IP54	IP54	IP54	IP54	IP54
Drop Rating	2M	2M	2M	2M	2M	2M	2M
Warranty	Limited Lifetime	Limited Lifetime	2 yrs	Limited Lifetime	Limited Lifetime	Limited Lifetime	Limited Lifetime





# SET UP INFORMATION

## PRICING

Item#	Product Name	UPC	List Price (DPL)	50% Off Cost (DPL)	HD Cost (DPL)	Suggested Retail	iMAP
2163-21	REDLITHIUM USB HARD HAT HEADLAMP	045242741397	\$107.00	\$53.50	\$51.10	\$69.97	\$69.97

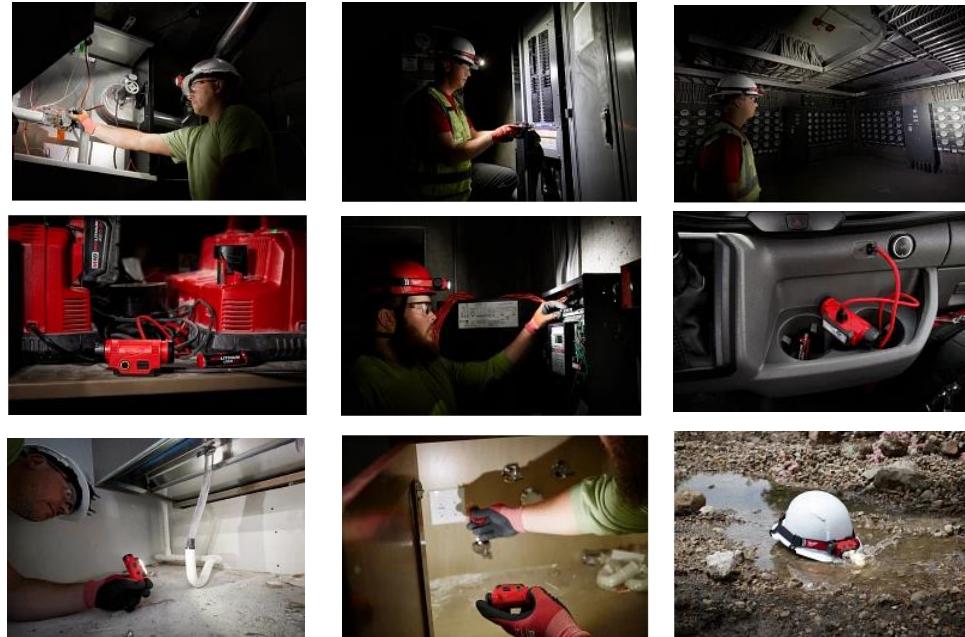
## SHIPPING

Item#	Product Name	Package Height (in) (DPL)	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)	Inner Pack I2of5 - (UPC) (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
2163-21	REDLITHIUM USB HARD HAT HEADLAMP	10	5.51	1.97	0.66	4	3.2	10.6	10.47	6.26	10045242741394	24	21.8	11.30	21.5	19.37	20045242741391	China	8513104000



# DOWNLOADABLE ASSETS

Available 10/3/2022



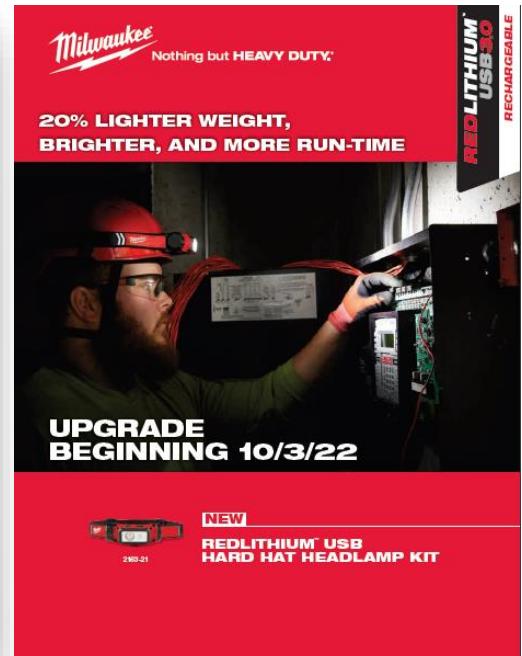
APPLICATION & BLOCK SHOTS



PRODUCT WALK AROUND



PACKAGING SHOTS



TRANSITION SELL SHEET



# RED RACK POG ASSORTMENTS

## UPDATED POG ASSORTMENTS!

Merchandiser A  
49-22-5070



**\$1,500.76**

Perfect for Large Accounts

Merchandiser B  
49-22-5071



**\$971.56**

Great for Large Mid-Sized Accounts

Merchandiser D  
49-22-5072



**\$1,199.76**

Large Retail Focused Option with Peg Hooks & Price Tags

Merchandiser E  
49-22-5224



**\$795.26**

Small Retail Focused Option with Peg Hooks & Price Tags

Headlamp Merchandiser  
49-22-5073



**\$482.20**

Headlamp Focus for Industrial Accounts Focused on Headlamp Sales

**INDIVIDUAL PRODUCT PACKAGING SHOTS ARE ON BRANDWORKS FOR CUSTOM POGS**

**REDLITHIUM USB NECK  
LIGHT**  
2117-21



**SHIPPING:11/1/2022**

**45% Brighter for  
Longer, Most Durable**

**REDLITHIUM USB HARD  
HAT HEADLAMP**  
2163-21



**SHIPPING:11/15/2022**

**20% Lighter Weight,  
Brighter, More  
Runtime**

**BOLT REDLITHIUM USB  
HARD HAT HEADLAMP**  
2118-21



**SHIPPING:11/18/2022**

**Low Profile, Balance  
Fit. Wide Flood Beam**



**Q: When is the 2111-21 discontinuing ?**

**A:** Now! Orders for the 2111-21 will continue to ship until inventory is gone.

**Q: What battery does the 2163-21 take**

**A:** The 2163-21 will use the Redlithium™ USB (48-11-2131).

**Q: What type of charger does the 2163-21 use?**

**A:** The 2163-21 uses a USB-C charger.

**Q: Is pricing changing?**

**A:** No there will not be a change to the pricing.

**Q: Can this be worn bare head?**

**A:** This headlamp is optimized for hard hat use however some users still use it bare head.

**Q: Can the headlamp be removed?**

**A:** Yes, it is meant to be easily detached out of the bracket. The reason for this is to make charging easier as well as getting light into tight spaces.

**Q: Is the headlamps intrinsically safe?**

**A:** No, the 2163-21 is not intrinsically safe. If someone is looking for an intrinsically safe headlamp, they should be positioned with the 2004HZL.

**Q: What is the warranty on this headlamp?**

**A:** All REDLITHIUM™ USB lighting products comes with a limited lifetime warranty

**Q: How Do I warranty my REDLITHIUM™ USB Lights?**

**A:** Through the standard RGA process similar to hand tools or via 1-800-Sawdust or customer support. ([www.milwaukeetool.com/Support/Warranty](http://www.milwaukeetool.com/Support/Warranty))

