



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

2163-21

25% MORE OUTPUT

Better Jobsite Visibility

20% LIGHTER WEIGHT

Less Fatigue For All Day Use

2X MORE RUNTIME

Less Down Time

SIDE LOADED BATTERY

Easier To Access

USB-C CHARGING

Convenient Charging

EASILY DETACHABLE

Quick Task Light & Charging





KEY IMPROVEMENTS



DISCONTINUING

NEW!

2111-21	FEATURES	2163-21
475 Lumens	OUTPUT	600 Lumens
4.5 Hours	RUNTIME	9 Hours
0.41 Lbs	WEIGHT	0.33 Lbs
Rear Battery Door	BATTERY ACCESS	Side Loaded
Mirco USB	CHARGING	USB-C
Attached	LIGHT HEAD	Detachable
\$69.97	RETAIL PRICE	\$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	600 Lumens
 Coast XPH30R	1,000 Lumens	490 Lumens
 Nebo Transcend 7001	1,000 Lumens	450 Lumens



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	RED
			
During Charge	100% - 50%	49% - 10%	9% - 3%
During Discharge	100%	50% - 99%	0% - 49%

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

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



EASILY DETACHABLE

For Hard To See Places & Easier Charging



20% LIGHTER WEIGHT, 25% BRIGHTER



REDLITHIUM™ USB HARD HAT HEADLAMP

2163-21

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



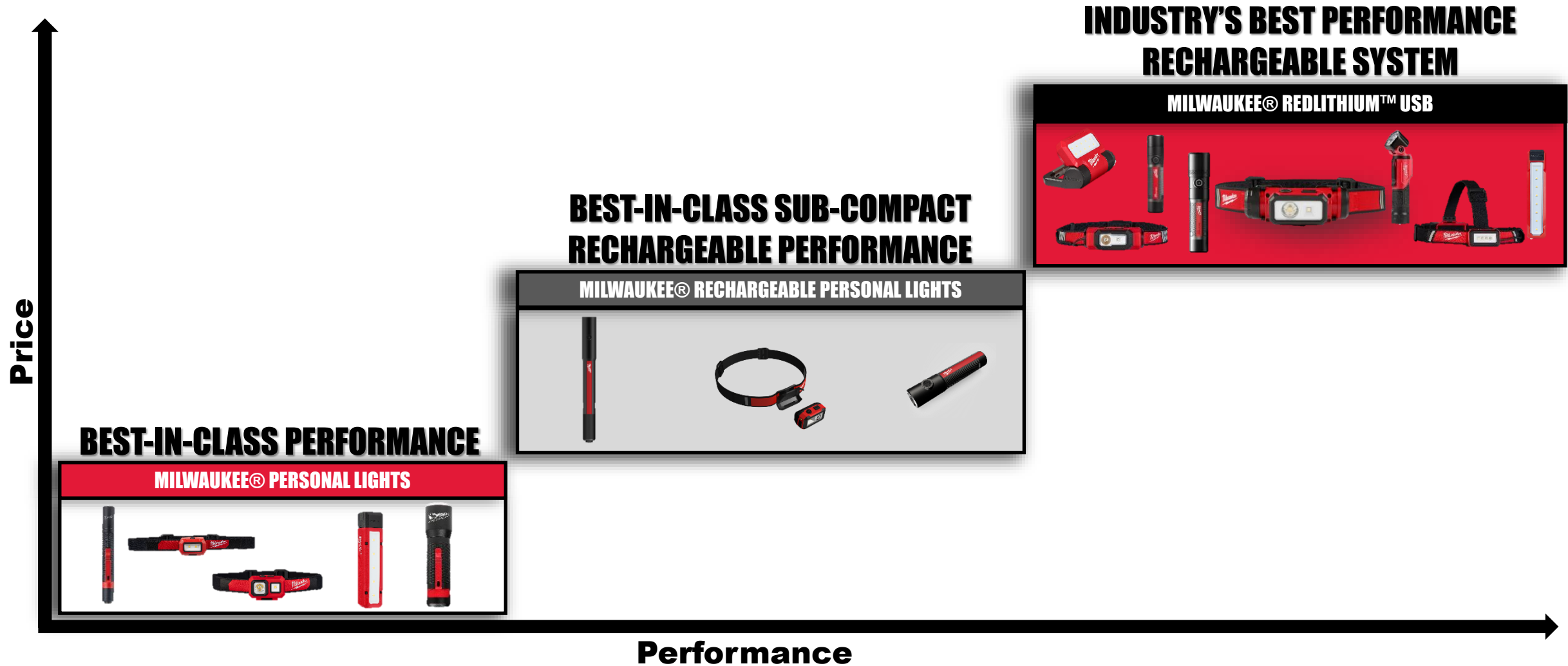
ITEM #	DESCRIPTION
2163-21	REDLITHIUM™ USB Hard Hat Headlamp

HEAVY DUTY
\$51.10

RETAIL
\$69.97



PERSONAL LIGHTING SEGMENTATION





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

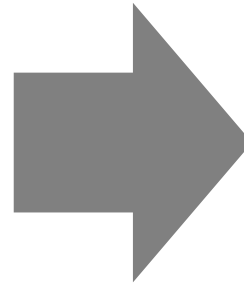


PERSONAL LIGHTING CHARGER UPGRADE

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
Key Features							
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
Durability							
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

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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

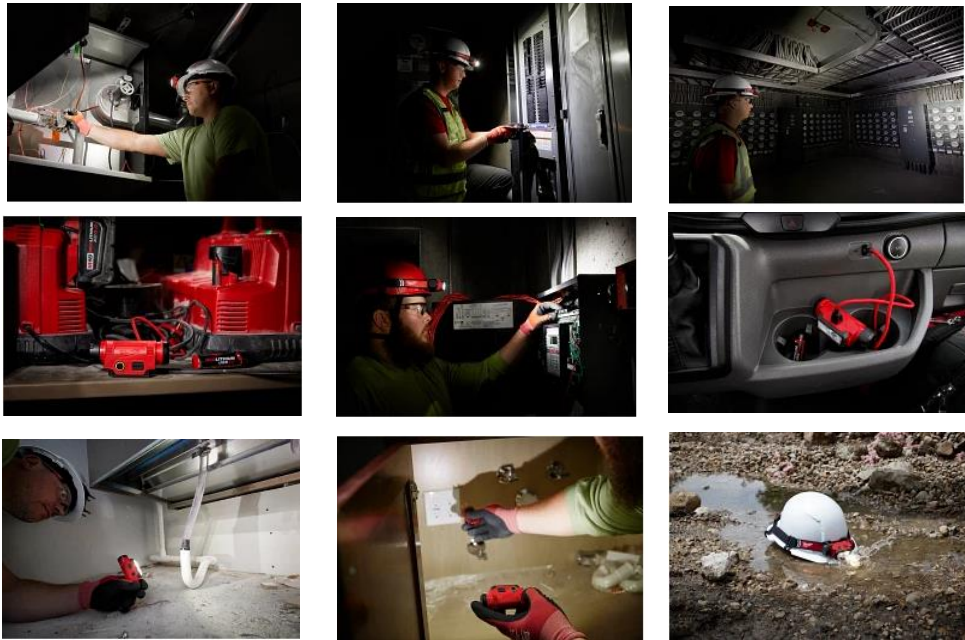
SHIPPING

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 l2of5 - (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 l2of5 (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



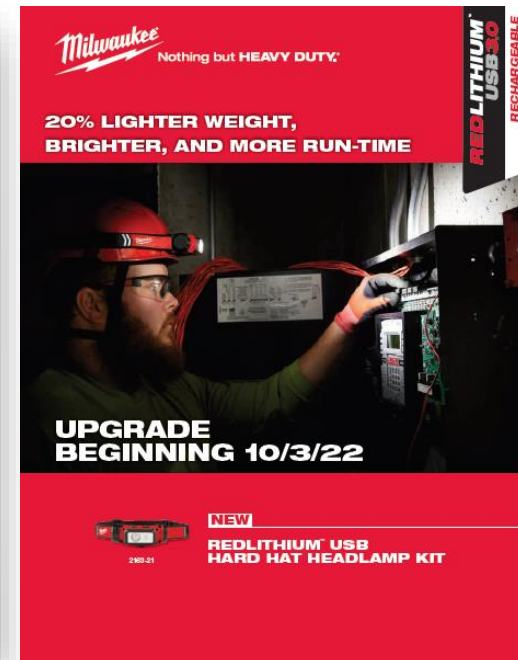
APPLICATION & BLOCK SHOTS



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.milwaukeeetool.com/Support/Warranty)

