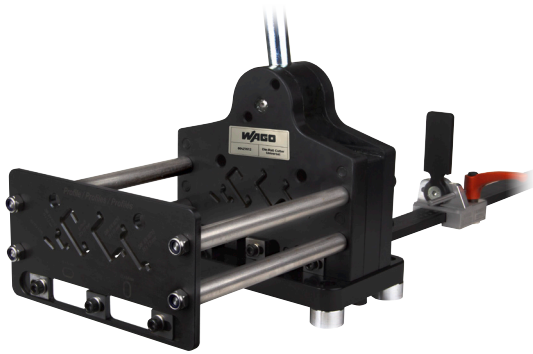


# NEW PRODUCT RELEASE

## DIN Rail and Wire Channel Cutters



WAGO now offers options for panel shops and machine builders to cut and punch their own custom size DIN rail. There are three variations of the DIN rail cutter: a standard option with manual operation, a universal option (capable of 5 different sizes/types of rail and vertical and horizontal punches) with manual operation, and an automated version of the universal cutter with air over hydraulic cylinder. Additionally, a wire duct/channel cutting option is available.

Along with these new offerings, there are additional automated options as an attachment to make the DIN rail cutter pneumatic instead of manual, via an air compressor. This feature is only available for the universal DIN rail cutter - not the standard or the channel cutter.

### Features/Benefits:

Features:	Benefits:
Standard version cuts 2 different standard sizes of DIN rail	Most cost-effective option that can work for most panel shops, allowing for the 2 most common sized DIN rail (35 x 7.5 and 35 x 15)
Universal option is capable of cutting 5 different sizes of DIN rail and punching	Upgrade from the standard, allowing 5 different sized DIN rail cuts, along with punches/slots. Air/hydraulic upgrade from this model
Universal-H available as automated upgrade with use of air/hydraulic foot pedal	Streamline the process by removing manual cuts/punches and implementing a foot pedal. Best option for high quantity users
Wire duct cutter features a replaceable blade	Cuts various wire duct and blade can be replaced once worn. Cuts any channel up to 5" in width
Air/hydraulic foot pedal attachment for Universal-H	Available upgrade to the Universal-H vs. manual operation with Universal with handle, giving the user the ability for air/hydraulic operation. Best option for high quantity users

### Product Portfolio:

Part NO.	Description	Features	Picture
60448311	DIN Rail Cutter Standard	<ul style="list-style-type: none"> <li>Handle is reinforced &amp; ergonomic with soft touch grip</li> <li>Length stop with mm &amp; inch laser engraved</li> <li>2 separate profiles for industry's most commonly used DIN rail sizes</li> <li>Most cost-effective option and best option for slotted rail</li> <li>Profiles (mm): 35 x 7.5; 35 x 15</li> </ul>	
60448310	DIN Rail Cutter Universal	<ul style="list-style-type: none"> <li>Handle is reinforced &amp; ergonomic with soft touch grip</li> <li>Length stop with mm &amp; inch laser engraved</li> <li>High end cutter with several profiles</li> <li>Upgrade available for automated air/hydraulic attachment</li> <li>Capable of small vertical and horizontal punches for bore holes (12 x 6.4 mm)</li> <li>Profiles (mm): 35 x 7.5; 35 x 15; 15 x 5; 35 x 7.5; 32 mm "G" DIN rail</li> </ul>	
60448309	DIN Rail Cutter Universal-H	<ul style="list-style-type: none"> <li>Upgrade - automated air/hydraulic option</li> <li>Same profiles and functionality as Universal, but fitted with cylinder</li> <li>No manual handle comes with this unit</li> <li>Use with foot pedal part number 60430694</li> </ul>	
60448306	Wire Duct Cutter	<ul style="list-style-type: none"> <li>Maintenance-free, burr-free, precise cutting with 90 degree angle</li> <li>Handle is reinforced &amp; ergonomic with soft touch grip</li> <li>Length stop with mm &amp; inch laser engraved</li> <li>Cuts wire duct up to 5" wide</li> <li>Easy to install on work bench</li> </ul>	
60448335	Wire Duct Blade Replacement	<ul style="list-style-type: none"> <li>Replacement blade for Wire Duct cutter</li> </ul>	
60448308	Foot Pedal, Air/Hydraulic Upgrade	<ul style="list-style-type: none"> <li>Heavy-duty, industrial grade design</li> <li>Reduced noise level</li> <li>Oil level indicator</li> <li>For use with Universal-H instead of manual cutting and punching</li> </ul>	


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# NEW PRODUCT RELEASE


## DIN Rail and Wire Channel Cutters



### Competitive Analysis: Standard Offering

	WAGO	Weidmuller	Phoenix Contact	ATMCO
				
Size Profiles (mm)	35 x 7.5; 35 x 15	35 x 7.5; 35 x 15	35 x 7.5; 35 x 15	15 x 5; 35 x 7.5; 35 x 10
Cuts 2 different profiles without die change	Yes	Yes	Yes	No
2 separate profile slots for different rail sizes	Yes	No	No	No
Guide support for excess rail	Yes	Yes	No	No
Standard & metric length indication	Yes	Yes	No	No
Website	<a href="#">Link</a>	<a href="#">Link</a>	<a href="#">Link</a>	<a href="#">Link</a>
Offering Details	Most simple yet effective offering on the market for standard size, slotted DIN rail. Includes two separate profile slots and measurement rail in both standard and metric	Limited offering. Most similar to WAGO, but with some lower end features. Only one slot for both size and profiles, could affect quality of cut.	Very complicated offering. Several different sizes and styles offered. Measurement rail optional as standard or standard & metric or tape measure as an alternative.	One model capable of 4 different sized DIN rail using different dies. Custom dies available upon request.
List Price	\$950	\$1,350-\$1,900	\$750-\$900	\$495

### Upgraded Option: More Rail Sizes and Hydraulic Options

	WAGO	Weidmuller	Phoenix Contact	ATMCO
				
Size Profiles (mm)	35 x 7.5; 35 x 15; 15 x 5; 35 x 7.5; 32 mm "G" DIN rail	Exact same as WAGO offering	Multiple options available	15 x 5; 35 x 7.5; 35 x 10; 35 x 15
Requires Changing of Dies	No	No	No	Yes
Horizontal or Vertical slot punch without change of die/punch	Yes	Yes	No	No
Standard & metric length indication	Yes	Yes	Yes, optional add-on	No
Manual and automated options	Yes	No	No	Yes
Foot Pedal for Air/Hydraulic Offered	Yes	No	No	No
Website	<a href="#">Link</a>	<a href="#">Link</a>	<a href="#">Link</a>	<a href="#">Link</a>
List Price	Universal: \$2,150 Universal-H: \$2,900 Foot Pedal: \$1,050	\$2,500-\$3,100	\$4,700	\$3,700






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# NEW PRODUCT RELEASE

## DIN Rail and Wire Channel Cutters



### Competitive Analysis: Wire Duct Cutter

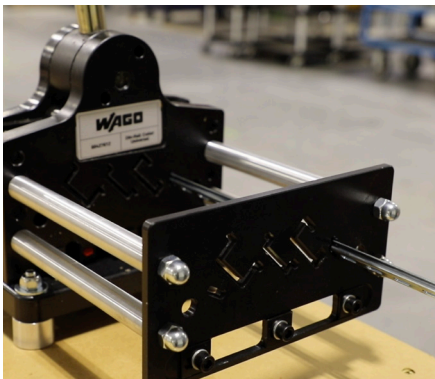
	WAGO Wire Duct Cutter	Hellerman-Tyton Channel Cutter	Panduit Channel Cutter	Phoenix Contact Duct Cutter	ABB Channel Cutter
					
Website	<a href="#">Link</a>	<a href="#">Link</a>	<a href="#">Link</a>	<a href="#">Link</a>	<a href="#">Link</a>
List Price	\$1,300	\$2,500	\$1,900-\$2,000	\$1,250	\$1,350-\$1,500

### Targets:

- Custom DIN rail customers
- Panel shops
- Any customer looking to add value by cutting DIN rail or wire duct themselves
- Distributor panel shops
- Customers expanding their shops/operations

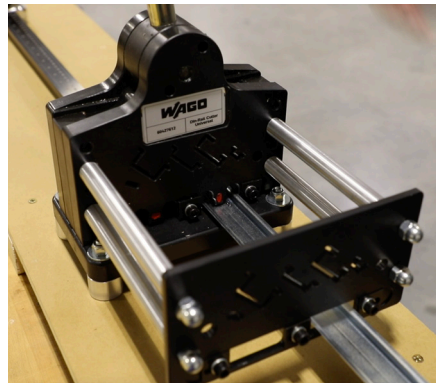
### Marketing Materials:

- Product Release
- [Brochure: Panel Accessories](#)
- [Videos](#)
- Press Release
- [Website Landing Page](#)



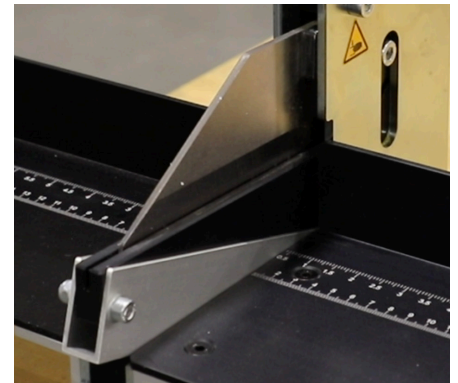
#### DIN Rail Cutters (Standard & Universal)

Guide supports all profiles and allows for stability and a precise cut



#### Universal DIN Rail Cutter

Punches for vertical and horizontal slots (12 x 6.4 mm)



#### Wire Duct Cutter

Blade protector for safety when not in use

Important Links: [Brochure](#), [Website](#), [www.mywago.us](http://www.mywago.us)

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