

Innovative Bosch Custom Case System Designed to Ensure Impact Tough™ Bits are Organized, Easy to Access

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Users can customize a case to meet their specific needs on the job

Mt. Prospect, Ill., Sept. 26, 2017 - The [Bosch Custom Case System](#) for Impact Tough™ bits offers better organization and customization features for trade professionals who demand best-in-class products that help them get the job done right.

The durable case provides tilt-in/tilt-out convenience for easy access to bits. This customizable organization system helps users increase productivity by reducing time spent searching for bits. Users also can take only the bits needed for a given job rather than the whole case because the Bosch Custom Case System has removable bit clips. The innovative system allows users to customize set configurations so they can make a set that fits the job and their specific requirements.

Click to Tweet: .@BoschToolsNA Custom Case System for Impact Tough bits increases productivity & saves time. #Bosch #Powertools <https://ctt.ec/6c0mH+>

“The Bosch Custom Case for Impact Tough bits is all about listening to the customer,” said Ana Michelini, product manager, accessories, BOSCH POWER TOOLS. “We heard how frustrating it could be for users to access bit sets on the jobsite; they were never able to get bits back into place, bits fell out of holders, cases broke and they never found a set that had just what they needed. We created a system that addresses these issues; the Bosch Custom Case is an easy way to help users stay organized on the job. Users have the option to buy pre-filled sets or customize their own to create a set that has everything they need.”

The Bosch Custom Case accommodates Bosch Impact Tough screw driver bits that deliver 10x the life versus standard impact bits. Impact Tough screw driver bits have an Xtended Torsion Zone to absorb torque peaks to reduce stress and breakage, and are engineered to accommodate today's high-torque impact drivers. Torque stress at the impact point of the tip is transferred to the tension dissipation zone to ensure longer life. Bosch Impact Tough™ screw driver bits are precision machined for better fit in the tool and better fit delivers more torque to the bit, reduces slippage and contributes to bit life. Better fit in the tool delivers less breakage and better performance.

The Bosch Custom Case can be used with Bosch Impact Tough black oxide drill bits as well. Bosch black oxide bits offer superior durability, speed and can be used for a variety of general purpose drilling applications. These bits offer quality drilling in everything from metal and wood to plastic and composite materials.

To learn more about the Bosch Custom Case System for Impact Tough bits or to find a local dealer, visit www.boschtools.com or call 877-BOSCH-99. Check out www.bethepro.com for additional tips and videos.

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About Bosch

Having established a regional presence in 1906 in North America, the Bosch Group employs nearly 32,800 associates in more than 100 locations, as of December 31, 2016. In 2016 Bosch generated consolidated sales of \$13.7 billion in the U.S., Canada and Mexico. For more information, visit www.boschusa.com, www.bosch.com.mx and www.bosch.ca.

The Bosch Group is a leading global supplier of technology and services. The company employs roughly 390,000 associates worldwide (as of December 31, 2016) and generated sales of 73.1 billion euros (\$80.9 billion) in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected industry. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to create solutions for a connected life, and to improve quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 120 locations across the globe, Bosch employs 59,000 associates in research and development.

Additional information is available online at www.bosch.com, www.bosch-press.com, <http://twitter.com/BoschPresse>.

Exchange rate: 1 EUR = \$1.1069

Bosch in North America

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About Robert Bosch Tool Corporation

Robert Bosch Tool Corporation, the Power Tools Division of North America, was formed in January 2003 when Robert Bosch GmbH combined its North American diverse power tool and accessories businesses into one organization. As a manufacturing pioneer with more than a century's worth of experience, the Bosch name has become synonymous with engineering excellence. Located throughout North America as part of the global power tools division, Bosch associates maintain a legacy of world-class design, manufacture and sale for power tools, rotary and oscillating tools, accessories and measuring tools. For more information, call toll-free 877-BOSCH-99 (877-267-2499) or visit www.boschtools.com.

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