

FOR IMMEDIATE RELEASE

BIG RED CLASSIC MAGNETIC SET with Innovative Lateral Magnet Installation

AURORA, Illinois, September 12, 2023: SOLA, the Austrian trailblazer in precision measurement tools, is thrilled to introduce a game-changing advancement in the field of spirit levels – the BIG RED CLASSIC MAGNETIC SET featuring the revolutionary lateral magnet installation method. This pioneering innovative feature marks a new era of precision, convenience, and durability, further solidifying SOLA's position as a leader in the industry.

The BIG RED CLASSIC MAGNETIC SET: Precision Redefined

SOLA's BIG RED CLASSIC MAGNETIC SET is a comprehensive ensemble of highly accurate and durable measurement tools designed to cater to the discerning needs of professionals and enthusiasts alike. The set includes the renowned magnetic levels LSB48LM BIG REDM 48", LSB24LM BIG REDM 24" and the magnetic LSTFM 10" die-cast torpedo level, each equipped with SOLA's patented SOLA FOCUS vials, and a protection bag with five side pockets. What sets these spirit levels apart is the groundbreaking lateral magnet installation method, which represents a paradigm shift in magnetic spirit level design.

Lateral Installation Method: Elevating Accuracy and Practicality

SOLA's innovative lateral magnet installation method reimagines the way magnetic spirit levels are crafted, delivering a host of unparalleled advantages:

- **Unobstructed Measuring Surface:** Unlike conventional designs, where magnets are directly embedded into the measuring surface, SOLA's lateral magnet installation ensures a flawlessly smooth surface. This innovation eliminates the hassle of dirt accumulation and simplifies cleaning, while also safeguarding delicate surfaces from scratches.
- **Unrivalled Adhesive Force:** Powered by robust neodymium magnets renowned for their superior adhesion, SOLA's magnetic spirit levels maintain an unyielding grip on various surfaces, including pipes and curved steel components.
- **Stability Redefined:** The lateral magnet installation guarantees unwavering stability, even in conditions characterized by heat or vibration. Users can trust that the magnets will remain securely in place, enabling precise measurements under challenging circumstances.

Expanding the Horizons of Precision Measurement

In addition to the [BIG RED CLASSIC MAGNETIC SET](#), SOLA offers two more equivalent sets: the [BIG RED CLASSIC SET](#) includes the non-magnetic levels BIG REDM 24" + 48", the magnetic die-cast torpedo level LSTFM 10" and the protection bag. [The BIG RED MASON SET](#) includes the same levels and protection bag as the BIG RED CLASSIC SETS and caters specifically to masonry professionals, providing additional removable mason pads to protect the levels from the hits of a mason's trowel.

www.sola.us

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Image Overview

The following images in print resolution form are available to download for publications:

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File: pic_prd_ww_magnetic_classic_set_us.tif

Caption: The BIG RED CLASSIC MAGNETIC SET includes the two magnetic levels BIG REDM 24" + 48", the magnetic die-cast torpedo level LSTFM 10" and the protection bag 48".

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File: sola_pic_prd_ww_bigredm3_24_us_det_magnet1

Caption: With lateral magnet installation, impractical recesses on the measuring surface are a thing of the past.

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File: pic_prd_ww_bigred_24_us_det_measuring_surface_002

Caption: Lateral magnet installation allows for a smooth measuring surface for clean and precise work.

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File: pic_app_ww_bigredm_32_us_003

Caption: The extra-strong neodymium magnets guarantee a strong hold, even on pipes and painted or curved steelwork components.

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File: pic_app_ww_bigredm_32_us_001

Caption: The lateral installation method means that it is impossible for the magnets to loosen or become damaged if the temperature rises.

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About SOLA-Messwerkzeuge GmbH:

Since 1949 the SOLA brand has meant high precision measuring and marking tools. As market leader in premium spirit levels, the Austrian company manufactures a wide range of products, including screeding levels, folding rules, long and short tapes, squares, measuring wheels, marking products, laser distance meters and a customized laser program. SOLA's approach is to develop and continuously optimize its products to match its customers' requirements as closely as possible. SOLA Measuring Tools are sold in more than 80 countries around the world. 75% of all products are manufactured in Götzis, Austria, where the headquarters and production facility are located. This is where 200 employees develop, produce and distribute a product range of more than 1,500 products. The high-quality standards that SOLA has SET for itself are subjected to constant control in the company's own laboratories and testing facilities. For more information visit www.sola.us

About Keson LLC:

Founded in 2018, Keson LLC is an alliance of the two industry leaders Keson and SOLA. Both companies are family-owned and leaders in measuring and marking tools, offer complementary product lines, and share very similar values. Keson is headquartered in Aurora, Illinois, and is well known in North America for providing reliable, innovative, and easy-to-use measuring and marking products to professional tradespeople who are passionate about their work. SOLA is headquartered in a state-of-the-art manufacturing facility in the shadow of the Austrian Alps and is a market leader in spirit and screeding levels in 30 countries around the world. With a combined 120 years of market experience, Keson LLC builds upon Keson's U.S. manufacturing, existing distribution network and strong relationships by adding SOLA's European manufacturing expertise, precision engineering and industry-leading technology. Operating from Aurora, Keson LLC will provide the outstanding products and service that will allow us to earn and keep the trust of tradespeople and of those who supply them with the tools they need. Find out more at www.keson.com



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