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COAST Multi-Tool Wins Prestigious *Popular Mechanics* Award at National Hardware Show

**Innovative 2-LED Pro Pocket Pliers chosen for Editor's Choice Award
from thousands of new products at premier retailer expo.**

PORTLAND, OR, May 17, 2012 – A reimagined “everyday” tool from [COAST Products](http://www.coastportland.com) has received what many consider the top tribute for a new product – the Editor's Choice Award from *Popular Mechanics*. COAST's [2-LED Pro Pocket Pliers](http://www.coastportland.com) (c5899) garnered the prestigious distinction at this year's National Hardware Show (NHS) on May 1st. In a ceremony hosted by the legendary media giant at the show, COAST's President, David Brands, accepted an engraved glass trophy honoring the tool.



David Brands accepts Editor's Choice Award
from Senior Home Editor Roy Berendsohn

Estimates say that more than 100,000 products, perhaps 10% of them new products, were on display at the massive NHS, which attracts nearly 3,000 exhibitors. These manufacturers are hoping to gain attention for their wares from the tens of thousands of store owners and chain buyers looking for the next great product to sell into the \$343 billion US home improvement and DIY markets.

From those thousands of new products, this year the highly respected editors at *Popular Mechanics* picked just 16 to receive the Editor's Choice Award, including the COAST multi-tool.

COAST's Pro Pocket Pliers have been redesigned from top to bottom, and have leading-edge features that are unmatched in the marketplace. That starts with powerful, dual LEDs that shine bright light on both the tip of the pliers and the knife edge.

That means the COAST Pro Pocket Pliers can be used, without a flashlight, under the sink, in a dark crawlway and even at night to project light exactly where it's needed – making those and hundreds of other jobs easier, faster and most of all safer. But that exclusive dual LED light feature is only the beginning for this breakthrough tool.

Everyone who frequently needs a quality pair of pliers will appreciate the Pro Pocket Pliers' craftsmanship, particularly the spring-assisted operation. The pliers spring open unassisted so they're very easy to use with just one hand.

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COAST's 2-LED Pro Pocket Pliers

Like virtually every COAST product, the Pro Pocket Pliers multi-tool has been redesigned recently and is truly a picture of forward thinking. In yet another example of good sense, the Pro Pocket Pliers uniquely provides access to nearly all its practical tools without opening the pliers. There's quality usually found only in much more expensive tools – like stainless steel and open-frame construction.

Only 4 inches long when closed, the Pro Pocket Pliers comes with a full-sized, partially serrated blade that's built for real work not just for show. The comfortable, sure-grip handles and one-button LED switch add to the tool's ergonomic ease of use. It is a practical tool that moves the category up a level, or two; one that professionals and DIYers will find dozens of uses for every day. And at under \$50 retail, the Pro Pocket Pliers is affordable for almost anyone.

What *Popular Mechanics* Thinks

In their own press release about selecting NHS Editor's Choice Award winners, *Popular Mechanics* included this statement: *"In choosing the honorees of the Editor's Choice Awards, Popular Mechanics looks for innovation: what new features does a product possess that makes it valuable relative to existing or competing products? It's not enough that something is new or novel. The product or the product's improvement must be such that it offers substantial improvements or value relative to existing designs. Next, the editors look at the product's industrial design: its shape, size, tactile surfaces, color, control features (on/off switch, for example), ease of use, portability, aesthetic attractiveness. Finally, they assess the economic value of the product. Simply stated: Popular Mechanics expects improvement and innovation to come at a price that is reasonable."*

To see *Popular Mechanics'* online coverage of the award, *16 Must-Have New Tools*, please follow this link: www.popularmechanics.com/home/improvement/16-great-tools-from-the-2012-national-hardware-show?click=pp#slide-2. An article for the magazine is planned. To view a 1-1/2 minute video of the Pro Pocket Pliers by COAST President David Brands at the NHS, filmed by [ToolSkool](http://toolskool.com), please follow this link: <http://toolskool.com/coast-led-pro-pocket-pliers-model-c5899/>.

About *Popular Mechanics*

Popular Mechanics, one of America's most trusted magazines with more than a million subscribers and nearly eight million readers each month, empowers readers to navigate the increasingly complex, technological world around us. The magazine, published monthly by Hearst Magazines, inspires, instructs and influences nine million curious readers. Their mindset - the hunger to know, the desire to investigate and learn - drives them to explore, experiment and experience a wide range of interests. Issues engage readers with breakthroughs in the latest innovations in science and technology; educates with informative "how-to" stories on automotive, the home and digital technology; and motivates action with product reviews and comparison tests of the newest equipment and products. *Popular Mechanics* is also the #1-ranked men's monthly magazine when it comes to reaching an environmentally conscious audience. The brand is a 21st-century must-read, with a robust Web site (popularmechanics.com) and an award-winning tablet edition. Follow *Popular Mechanics* on Twitter at @PopMech.

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COAST Products – A History of Innovation

Well-known for their premium knives and multi-tools, over the past decade COAST skyrocketed from zero market share to a market leader in premium LED flashlights by developing innovative products trusted by everyone from the weekend warrior to the Navy Seals and soldiers in Iraq and Afghanistan. COAST's technologically advanced products are safer and easier to use, while at the same time being extremely functional and enjoyable to own.



Popular Mechanics' Senior Home Editor Roy Berendsohn describes the Pro Pocket Pliers features before presenting the Editor's Choice Award to COAST at the National Hardware Show on May 1st.

COAST Products was founded as COAST Cutlery Company in 1919. Originally established to provide quality knives to the farmers, ranchers and workers of the Pacific Northwest, today COAST produces premium LED lighting products, including top-rated [flashlights](#), [headlamps](#) and [EAL](#) (emergency area lighting), as well as fine-crafted [knives](#) and world class [multi-tools](#). Every COAST product reflects an investment in skilled craftsmanship and quality materials and is backed by a COAST guarantee.

COAST products are available from leading consumer retailers, dealers and home centers including Home Depot, Lowe's, Ace Hardware, Do it Best, True Value, Amazon.com and others. For more information call 800-426-5858 or visit www.coastportland.com.

PopMech

EDITOR'S
CHOICE
AWARDS

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