

PRESS INFORMATION

Neureichenau, January 2018

NEW HANDLE GENERATION PROVIDES A UNIQUE DEGREE OF COMFORT

Products by PARAT have a proven track record for providing highest quality and precision: particular emphasis is placed here on perfection down to the last detail – this makes up the basis for high-quality end products to become faithful companions to their owners. As a market leader for premium tool cases, PARAT now presents a completely new generation of carrying handle – patented, exclusive and unique.

The equipment of a tool case is just as important for the user as comfortable transport in tough working conditions. That is why the new PARAT carrying handle has been designed to bring significant advantages to the user: First of all, the ergonomic shape guarantees easy transport of the case – this securely prevents any fatigue of the hand. Moreover, the handle surface comes with a moisture-resistant softtouch material. This material is extremely durable, sturdy and robust and withstands even oil, dirt and sweat – and makes the tool case a perfect companion for craftspeople to handle even the hardest jobs with ease. In order to keep a good grip on the handle, integrated dimples provide best non-slip quality. In addition, the practical handle lock ensures efficient and, above all, quick working: when placing the case on the floor, the handle securely remains in place in order to guarantee easy and back-friendly lifting of the case in any situation.

This unique carrying comfort gives every tool case high recognition value – this way, the handle fits the hand nicely as an unmistakable quality product by PARAT. The innovative handle design is our top highlight: Entirely in the style of the PARAT logo with its red color, the red PARAT styleline gives the premium carrying handle a polished look and will catch your eye even from a distance.

Almost all tool cases and bags listed in the new product catalog are fitted with the new carrying handle. Please find all relevant information on our newly launched and user-friendly website for our PARAT premium tool cases at www.werkzeugkoffer.de.

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Picture:

Modern design, high-class materials and maximum functionality as well as best carrying comfort characterize PARAT's next handle generation. The carrying handle snaps into place at any position you want and enables efficient and back-friendly working.



About PARAT Group:

PARAT – the globally active partner for highly functional plastic trim parts and structural components focuses consistently on delivering the very highest quality with a maximum of customer value as a leading manufacturer of tool cases and bags, provider of innovative IT storage systems and specialist for certified safety lamps. In the financial year 2016, PARAT Group generated revenues of about 80 million euros with a workforce of approximately 800 employees at five locations worldwide.

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