



## General Tools & Instruments

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### NEW TOOL COMBINES A LASER DISTANCE MEASURER WITH A CONVENTIONAL TAPE MEASURE

**Laser distance measurer distances up to 50 ft. with  $\pm 1/4$  in. accuracy. Conventional 16 ft. tape measure offers greater precision at 10 inches or less.**

**FOR IMMEDIATE RELEASE: May 5, 2017**

(Secaucus, NJ) The new **50 Ft. Laser & Tape Measure** from **General Tools & Instruments (General®)** is designed to replace a conventional tape measure in the hands of both DIYers and professionals. The LTM1's design adds a laser distance measurer with a laser pointer and a 5-digit readout to the familiar housing of a conventional heavy-duty tape measure.

The laser distance measurer works by shining an invisible infrared beam on a target, which reflects the beam back to the tool. The time it takes the beam to return is proportional to the distance to the target. A red laser pointer is used only to aim the beam, and not to carry any information. The LTM1's laser range of 50 ft. makes it suitable for most indoor measuring tasks and many outdoor jobs as well. The LTM1's conventional tape measure is 16 ft. long and  $3/4$  in. wide. It should can be used for measuring distances less than 10 inches, as well as distances between targets on the same plane (two points on a floor or wall, for example)

#### **Why is the LTM1 better than a conventional tape measure?**

- **It's faster.** It takes much less time—and only one hand—to hold the tool against a wall, aim at the opposite wall and press the measurement button than it does—requiring both hands—to secure one end of a conventional tape measure, walk the other end to the far wall, write down the reading and retract the tape. The longer the distance to be measured, the more time saved. Using the laser, the average measurement can be made up to 10 times faster than by a tape measure.
- **It's more accurate.** Thanks to precision optics, the LTM1 can measure the distance between any two points further than 10 inches apart with  $\pm 1/4$  in. accuracy and  $1/16$  in. resolution. It's impossible to get that level of precision from a tape that can bend or sag. What's more, it's much easier to read the LTM1's digital display, which can be held at eye level, than to read a conventional tape measure whose position may make tiny hash marks hard to see.
- **It's safer.** Because the LTM1 can measure distances from a distance, it takes the risk out of routine but tricky tasks. For example, it makes it unnecessary to stand on a stepladder and reach to measure the height of a ceiling.

*(more)*

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*LTM1 / page 2*

### FEATURES AND SPECIFICATIONS

- Laser measurement system range/accuracy/resolution: 50 ft./±1/4 in./1/16 in.
- Laser measurement unit: feet + fractional inches
- Laser measurement display: 5-digit LCD measuring 1 x 1/2 in., with 1/4 in. high digits
- Laser automatically powers off after 15 seconds (for safety reasons)
- Display automatically powers off after 60 seconds (to conserve battery charge)
- Battery charge indicator
- Tape measure length and width: 16 ft. and 3/4 in.
- Familiar heavy-duty tape measure housing with metal belt clip
- Power source: Two “AAA” Alkaline batteries (included)
- Typical battery life: >3,000 measurements
- Laser output: <1mW (Class II) @ wavelength of 620 to 690 nm
- Operating temperature: 32° to 104°F
- Storage temperature: 14° to 140°F
- Dimensions: 3.25 x 3.25 x 2.25 in.
- Weight: 16 oz.
- 1-year limited warranty

### About General Tools & Instruments

Founded in 1922, General Tools is a recognized leader in the design and development of precision tools. With more than 1,200 products, including specific-purpose hand tools as well as precision measuring and inspection tools, General Tools remains committed to delivering exceptional customer service to professionals, DIYers and hobbyists around the world. To learn more about General and its products, visit [www.generaltools.com](http://www.generaltools.com).

### CONTACTS:

**For additional product information and high-resolution photographs, contact Andrew Micallef**, Digital Tools Product Manager, at 212-431-6100, Ext. 221, or [a.micallef@generaltools.com](mailto:a.micallef@generaltools.com).

**Attn. Publishers: Please send all sales leads to Greg Bonsib**, Vice President of Marketing • 75 Seaview Drive • Secaucus, NJ 07094; Phone: 212-431-6100, Ext. 209; Fax: 212-431-6499; Email: [g.bonsib@generaltools.com](mailto:g.bonsib@generaltools.com).

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