



# BOSCH

## MAXIMUM VISIBILITY

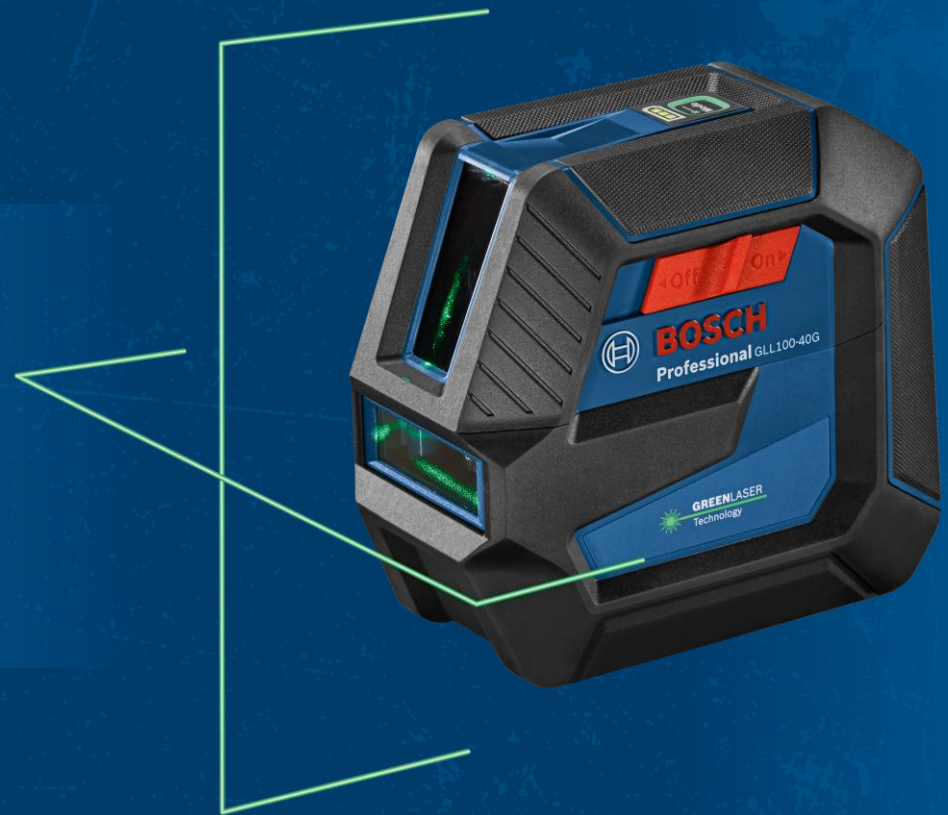
Bright green beams  
VisiMax™ technology

GLL100-40G  
Green-Beam Self-Leveling  
Cross-Line Laser  
Product Launch

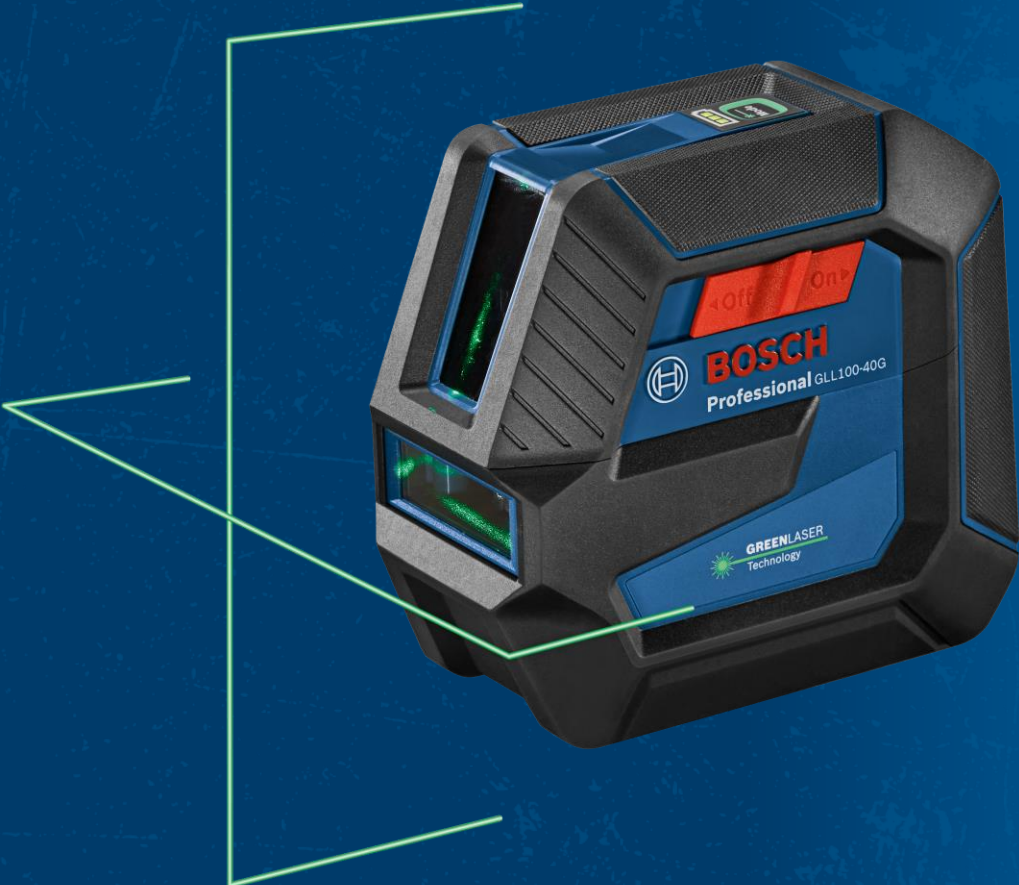


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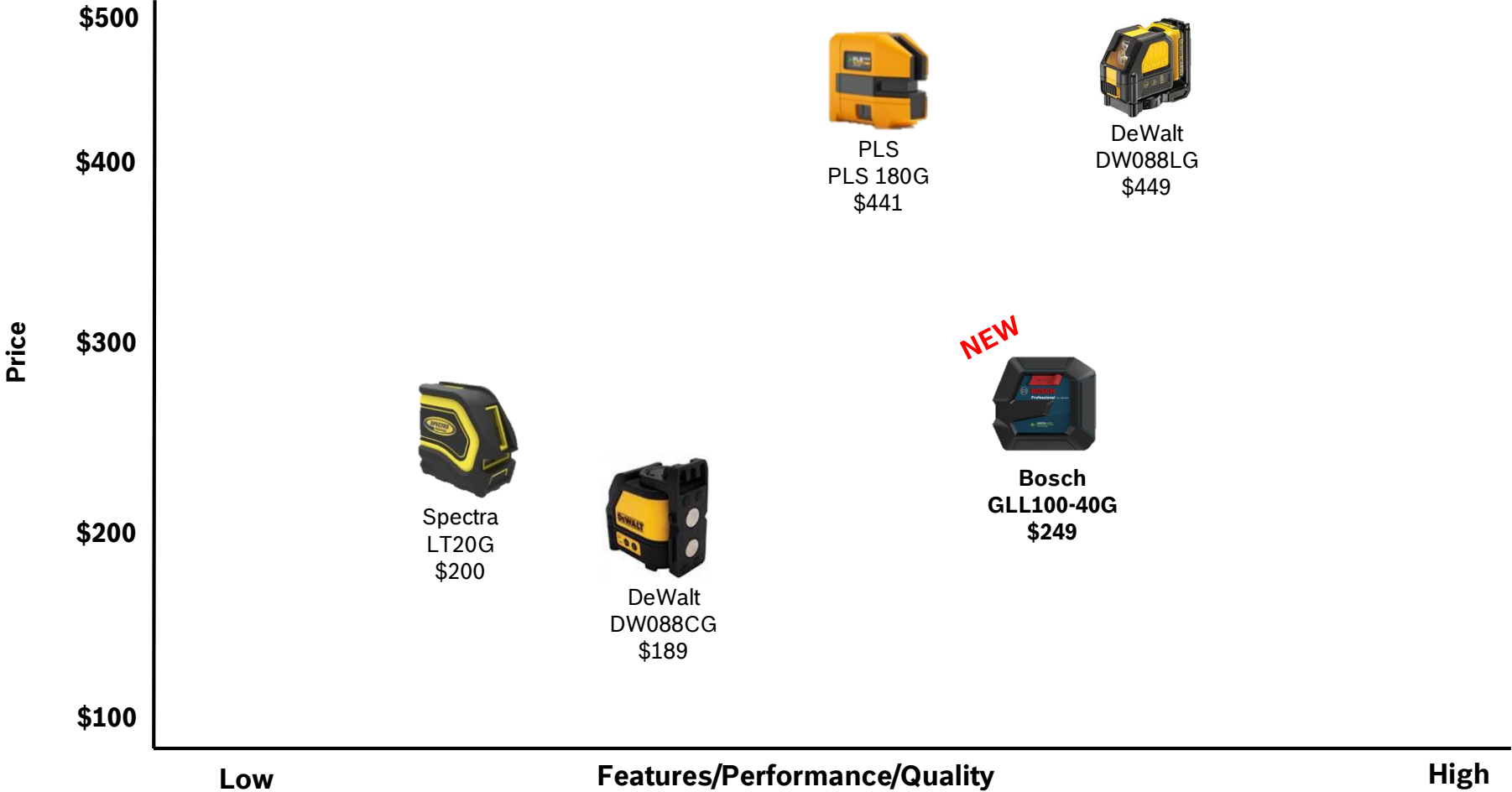
- Market Overview
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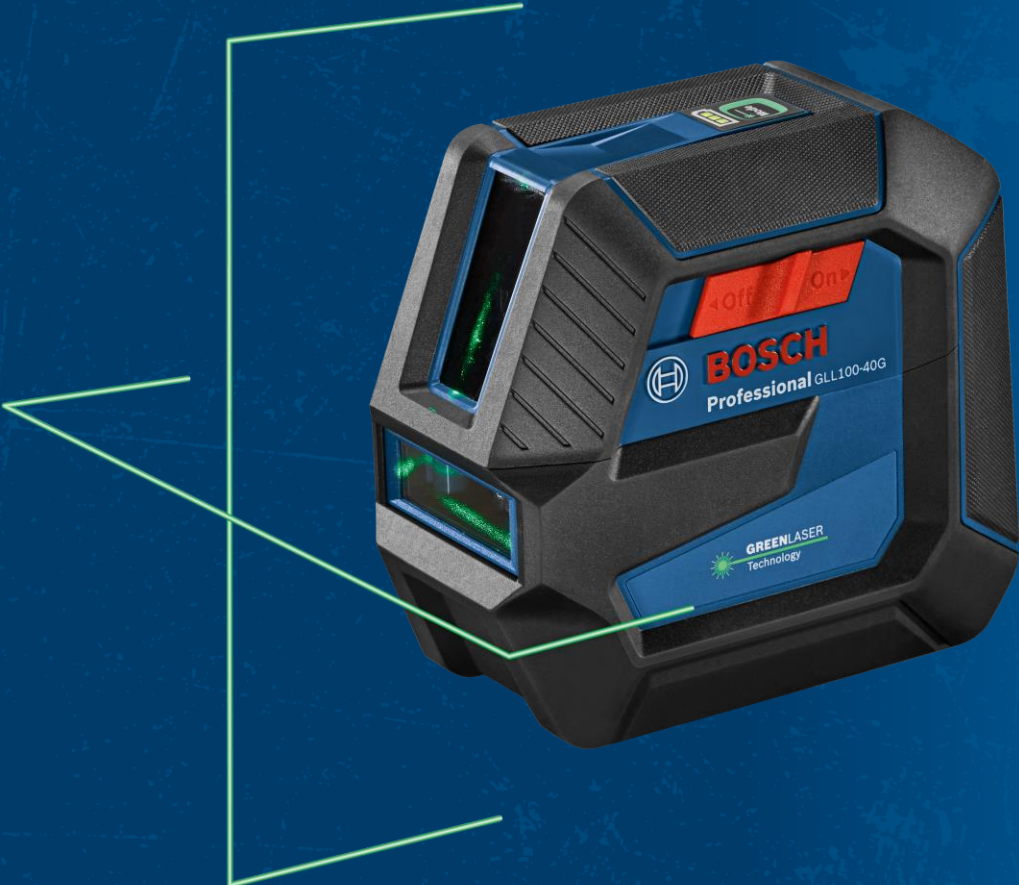
# MARKET OVERVIEW



# Product Landscape



# FEATURES & BENEFITS



# GLL100-40G

### EASY-TO-USE LINE LASER

Facilitates quick job setup with a range up to 100 Ft. with vertical, horizontal and cross-line modes

### SMART PENDULUM SYSTEM

Allows tool to self-level, and it indicates out-of-level condition

### VERSATILE JOB LAYOUT

Lines can be projected separately or together for a variety of level and alignment applications

### BRIGHT GREEN-BEAM LASER

Up to 4X brighter than standard red beams

### BUILT-IN VISIMAX™ TECHNOLOGY

Monitors power consumption to maximize line visibility and extend battery life



### EASY-TO-USE LASER SETUP MODES

Controls vertical and horizontal cross lines

### SECURE LASER TRANSPORT

After switching off, pendulum is locked

### JOBSITE TOUGH CONSTRUCTION

Withstands rainy or dusty jobsite conditions, and is IP64 rated

### FULL RUBBER OVERMOLD HOUSING

Helps protect every major impact point, with a design similar to a roll cage

### LB10 L-BRACKET

Provides fast setup and extra-strong magnets



**Model :** GLL100-40G

**Date Available:** September 2020

**Includes:** (1) GLL100-40G Green-Beam Self-Leveling Cross-Line Laser, (1) LB10 L-Bracket, (1) DK10 Ceiling Clip, (4) AA Batteries, (1) Hard Carry Case



**Features / Benefits**

- ✓ **Easy-to-Use Line Laser** – Facilitates quick job setup with a range up to 100 Ft. with vertical, horizontal and cross-line modes
- ✓ **Built-In VisiMax™ Technology** – Monitors power consumption to maximize line visibility and extend battery life
- ✓ **Bright Green-Beam Laser** - Up to 4X brighter than standard red beams
- ✓ **Full Rubber Overmold Housing** – Helps protect every major impact point, with a design similar to a roll cage
- ✓ **Easy-to-Use Laser Setup Modes** – Controls vertical, horizontal, cross lines, and plumb points
- ✓ **Versatile Job Layout** – Lines can be projected separately or together for a variety of level and alignment applications
- ✓ **Smart Pendulum System** – Allows tool to self-level, and it indicates out-of-level condition
- ✓ **Secure Laser Transport** – After switching off, pendulum is locked
- ✓ **LB10 L-Bracket** – Provides fast setup, extra-strong magnets
- ✓ **Jobsite Tough Construction** – Withstands rainy or dusty jobsite conditions, and is IP 64 rated

**SPECIFICATIONS**

<b>VISIBLE LINE RANGE</b>	100 Ft.
<b>LINE ACCURACY</b>	1/8 In. at 30 Ft.
<b>POWER SOURCE</b>	(4) AA Batteries
<b>OPERATING TEMPERATURE</b>	14° F – 22° F -10° C – 50° C
<b>MOUNTING THREAD</b>	¼" – 20
<b>IP RATING</b>	IP 64
<b>DROP RESISTENCE RATING</b>	1 m
<b>DIMENSIONS</b>	5" x 2.5" x 4.5"
<b>WEIGHT (BARE TOOL)</b>	1.26 Lbs.



## Pricing Information

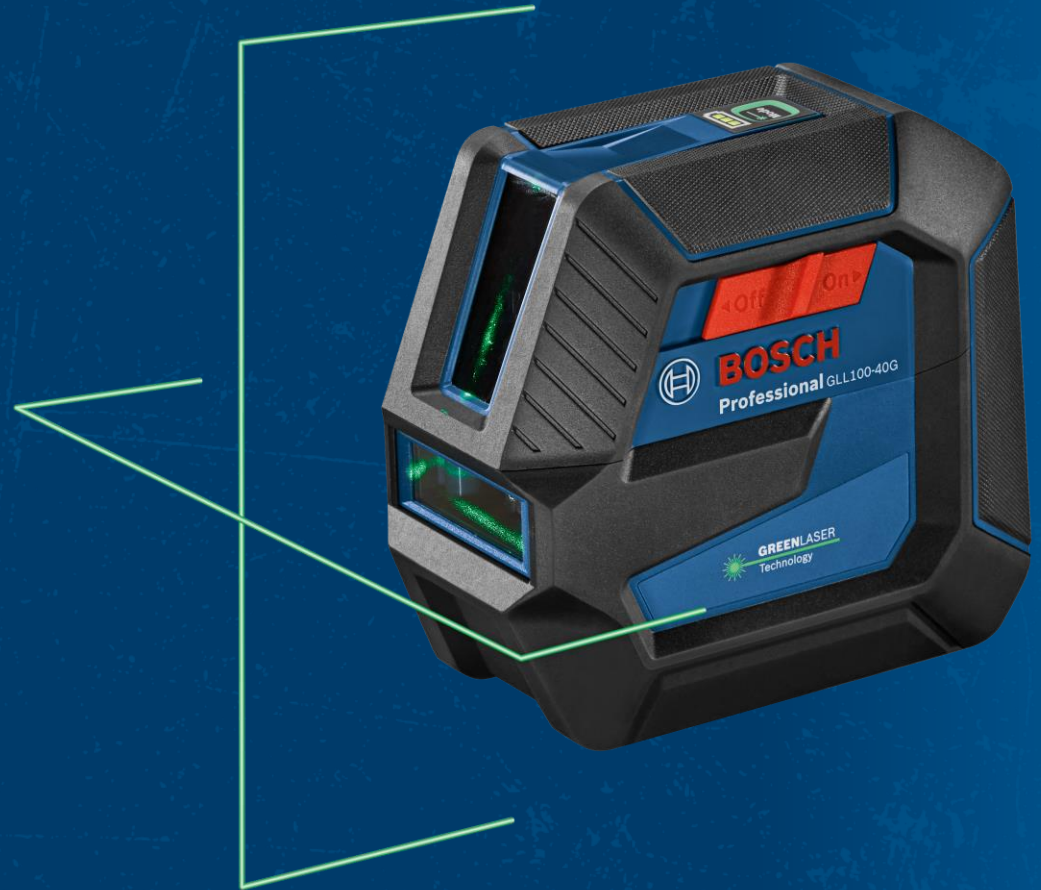
Model #	Description	10-Digit #	Suggested Industry Price	TIER 1	TIER 2	TIER 3	TIER 4
GLL100-40G	Green-Beam Self-Leveling Cross-Line Laser	0601063W11	\$249	\$193.96	\$186.50	\$184.64	\$177.18

## Set-Up Information

Model #	Bare Product Weight (Lbs.)	Pack Weight (Lbs.)	Pkg. Qty.	UPC	Packaging Dimensions	Cube (Ft.)	Pallet Qty.	Pallet Cube (Ft.)	Harmonized Tariff No.	Country of Origin
GLL100-40G	1.26	3.5	1	'000346643572	13.5 x 4.75 x 11	653.128	88	86592.338	9031499000	China



# WHY BOSCH



## Why Bosch

### User Needs:

### Bosch Delivers:

#### ✓ Visibility

- This laser operates using green-beam technology, which is up to 4X brighter than standard red beams. This is especially useful in bright conditions.

#### ✓ Jobsite Ready

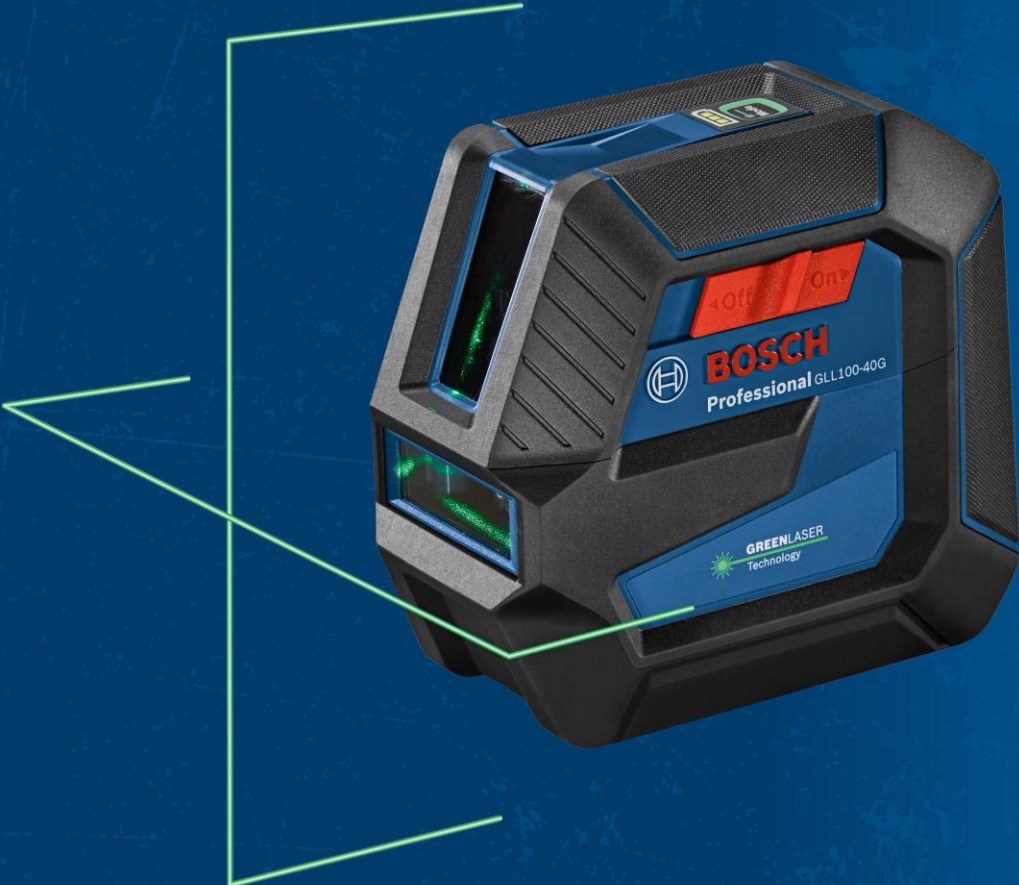
- New reinforced housing paired with IP64 rating, provide users with an extremely robust tool that can live up to the extreme conditions of a jobsite.

#### ✓ Convenience

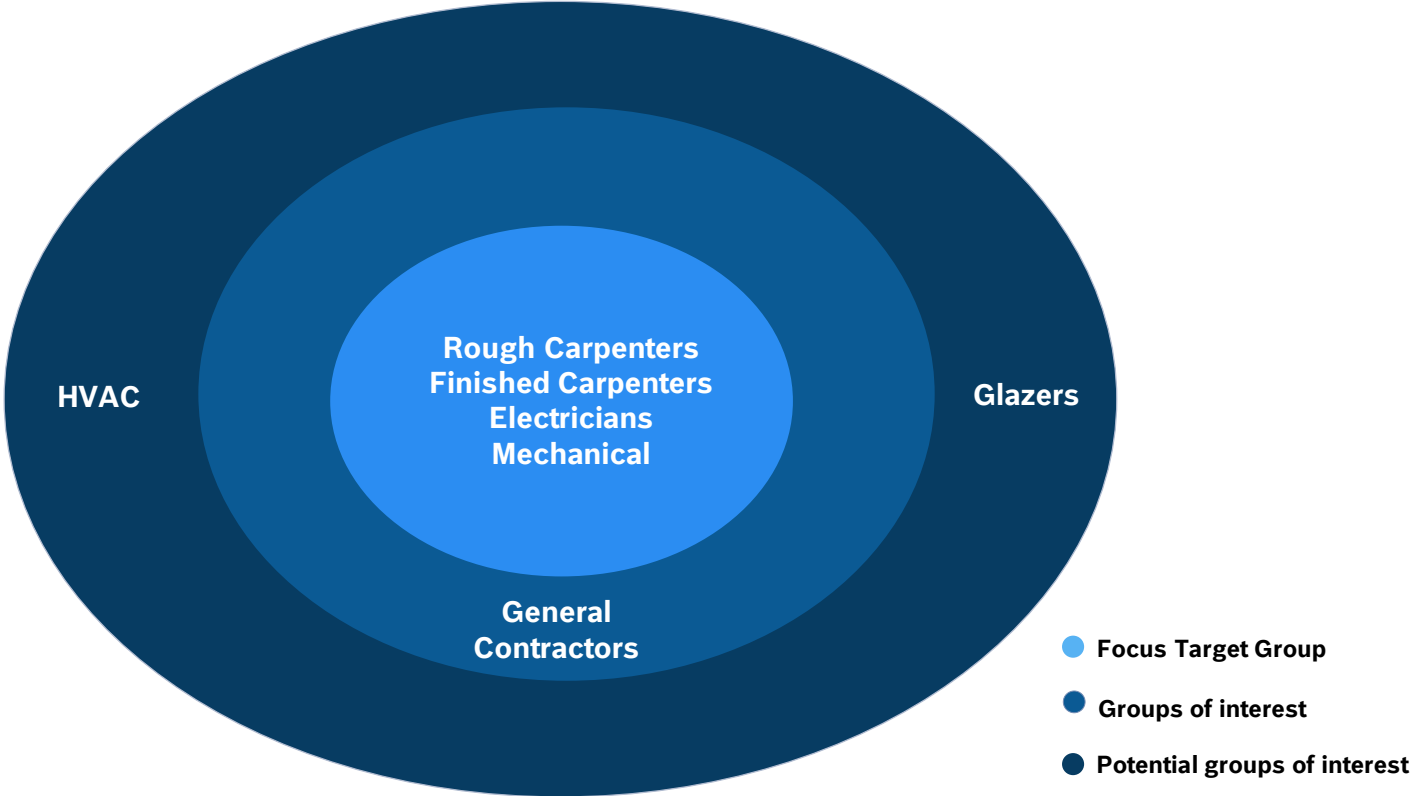
- New, simple interface on the tool provide users full functionality with one single button press. New integrated magnets allow to “set it and forget it” with significantly improved holding power (one of the biggest disadvantages in the past).



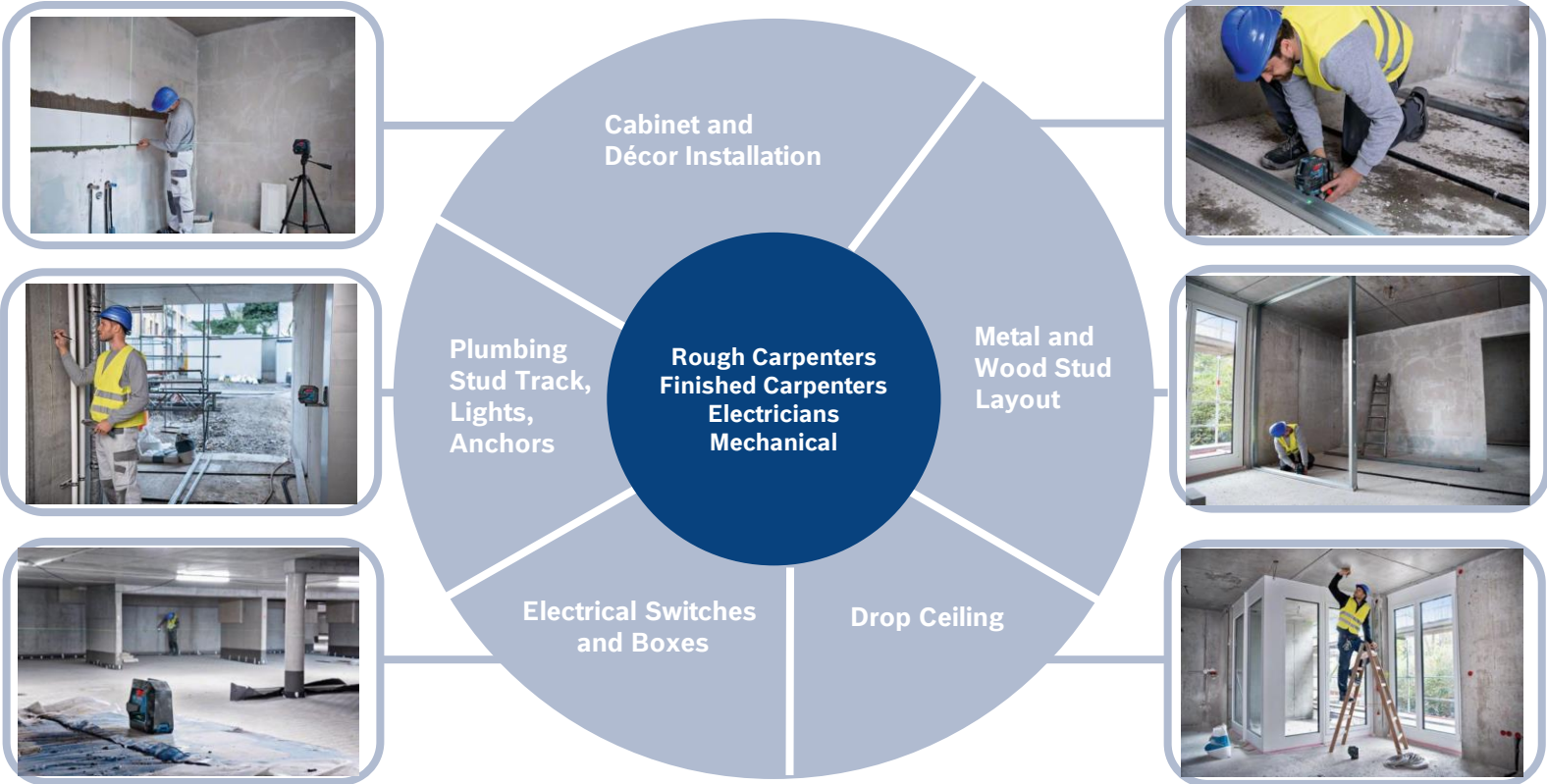
# TARGET USERS & APPLICATIONS



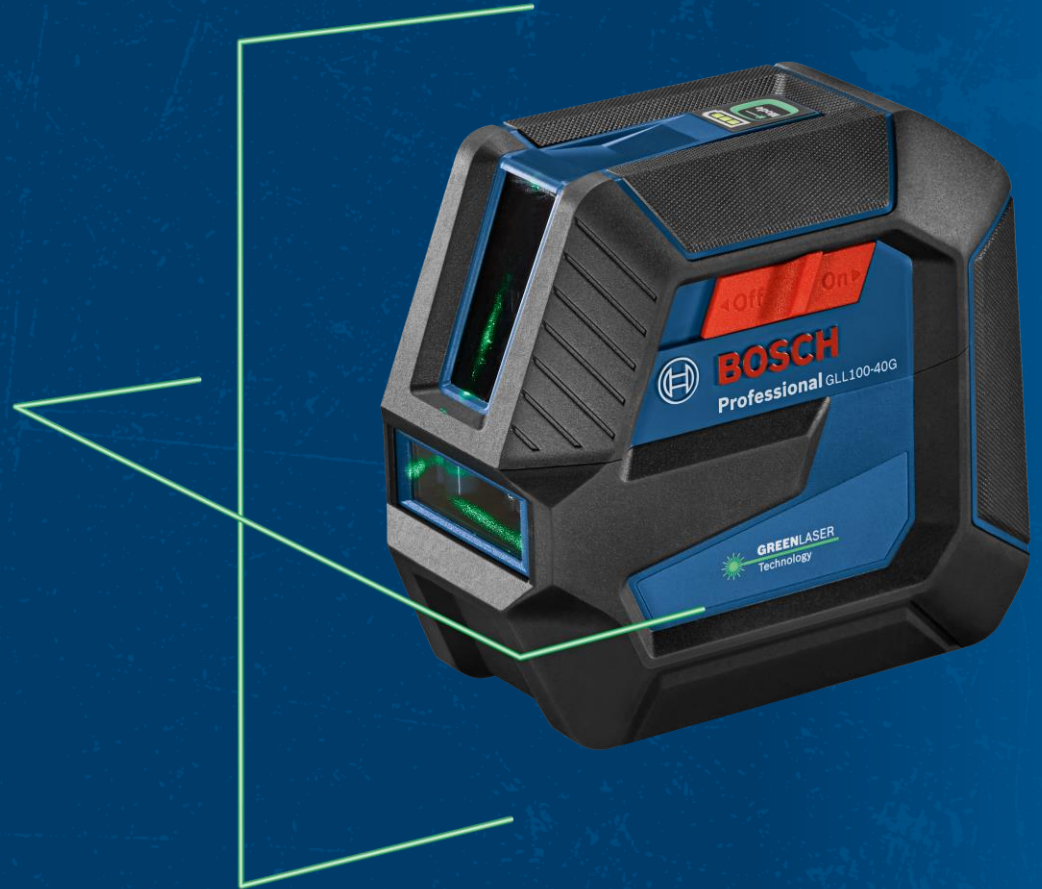
# Target Users & Applications








# Target Users & Applications



# COMPETITIVE COMPARISONS



## Competitor Overview

Brand	Bosch	DeWalt	DeWalt	Spectra	PLS
Model	GLL100-40G	DW088CG	DW088LG	LT20G	PLS 180G
Image					
Line Configuration	Green Cross-Line	Green Cross-Line	Green Cross-Line	Green Cross-Line	Green Cross-Line
Line Range	100 Ft.	65 Ft.	100 Ft.	100 Ft.	50 Ft.
Range w/ Receiver	N/A	165 Ft.	165 Ft.	N/A	200 Ft.
Line Accuracy	1/8" @ 30 Ft.	1/8" @ 30 Ft.	1/8" @ 30 Ft.	1/8" @ 30 Ft.	1/8" @ 30 Ft.
Battery Source	4 (AA)	3 (AA)	12V Max Li-ion	4 (AA)	3 (AA)
Mounting Thread	1/4"	1/4"	1/4" and 5/8"	1/4"	1/4"
Line Selection	Yes	Yes	Yes	Yes	Yes
Pendulum Lock	Yes	No	Yes	No	Yes
Self-leveling Range	+/- 4°	+/- 4°	+/- 4°	+/- 4°	+/- 4°
IP Rating	IP 64	IP 54	IP 65	IP 54	IP 54
Includes	LB 10, Batteries, Hard Case	Integrated Magnetic Bracket, Ceiling Bracket, Batteries, Hard Case	Integrated Magnetic Bracket, Ceiling Bracket, 12V Battery, Charger, Hard Case	Magnetic Bracket, Ceiling Clip, Mounting Strap, Batteries, Pouch	Magnetic Bracket, Ceiling Clip, Batteries, Pouch
MSRP	\$249	\$189	\$449	\$200	\$441



# Head-to-Head vs. Key Competitor Execution



vs.



**Bosch – GLL100-40G**      **\$249**

- ✓ 100 Ft. range
- ✓ IP 64
- ✓ Lower retail price
- ✓ Visimax Technology
- ✓ Strong magnets with LB10 mount

**PLS – PLS 180G**      **\$441**

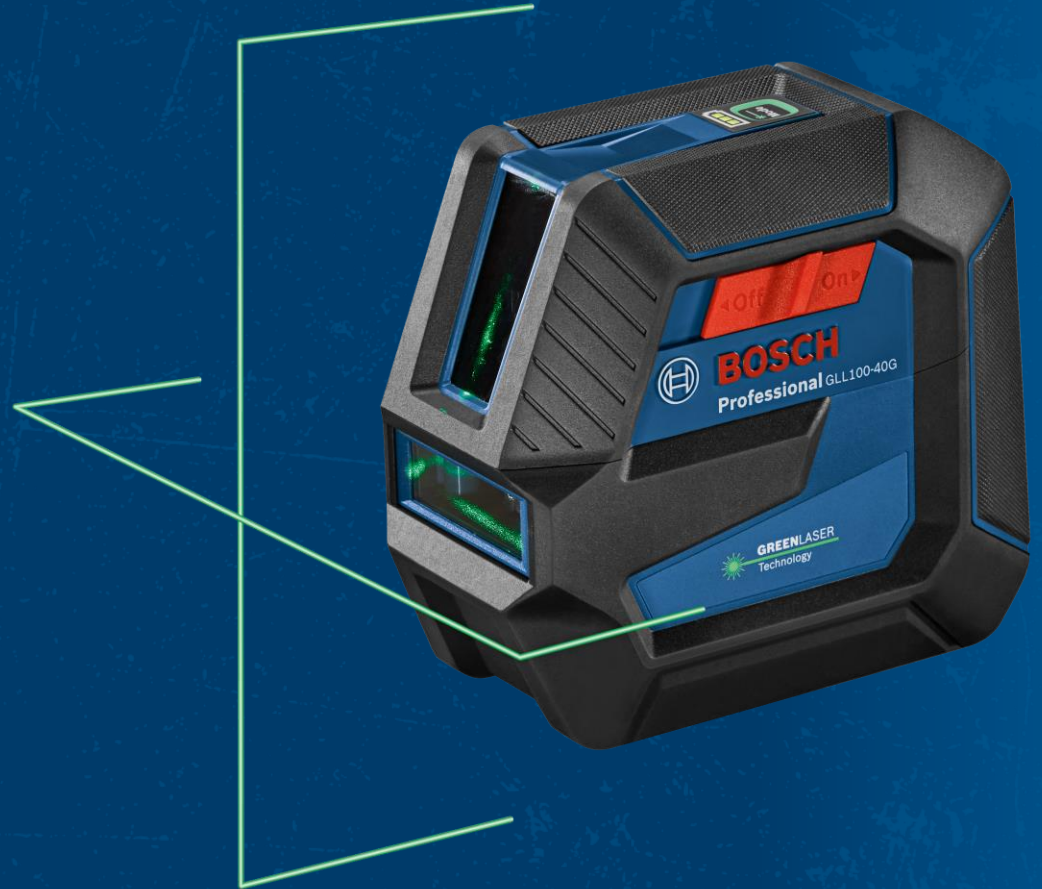
- 50 Ft. range
- IP 54
- Higher retail price

**Bosch Advantage**

- ✓ *Longer range of 100 Ft. and improved accessories*
- ✓ *Extreme jobsite durability with rubber overmold and IP rating of 64*
- ✓ *Lower retail price*
- ✓ *Visimax Technology*



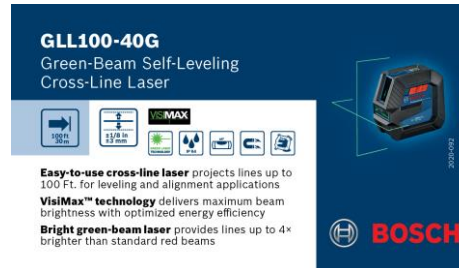
# MARKETING SUPPORT



# Marketing Support

## COLLATERAL

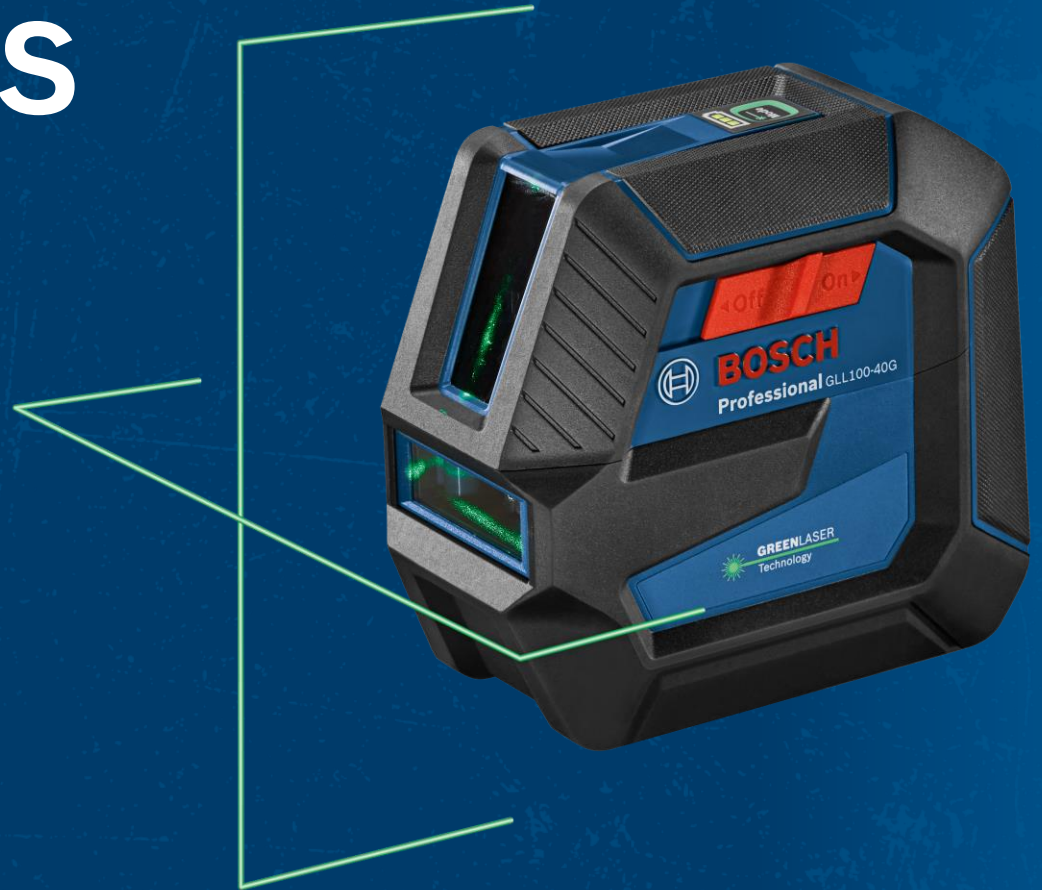
- Sell sheet
- Fact sticker



Winbrook #	Description
2020-089	GLL100-40G Sell Sheet
2020-092	GLL100-40G Fact Sticker



# FREQUENTLY ASKED QUESTIONS



## Frequently Asked Questions

### **What is VisiMax™ Technology?**

VisiMax™ is a Bosch-exclusive technology in which the tool is able to monitor its own temperature and battery consumption via internal sensors. It is able to optimize the line visibility to help prevent the tool from overheating and running out of battery. This ensures long tool and diode lifetime and extended battery runtime during jobs while still maintaining the maximum line brightness.

### **What is the main benefit of green laser technology?**

Green beam lasers are up to four times brighter than red beam lasers. This is crucial in jobs that have direct natural light, as this can drown out red lasers.

### **Does this laser only project cross-lines?**

The GCL100-40G allows for full user customization of laser output with the simple press of a button. Users are able to change from a full cross-line, to single line lasers.


### **What is IP 64?**

IP stands for Ingress Protection. The IP rating is usually a two-digit grading system that is applied to the enclosure of a mechanical or electrical item. The number is an indication of the item's resistance to various types of unwanted intrusion such as water or dust. The higher the number, the more protection offered. The IP rating is often a major concern on jobsites as it allows the tool to function properly on jobsites where dust and water can be present.



**If you have any product questions,  
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