

LIGHT 'EM UP

BRIGHTEST LIGHT IN CLASS
EXTREME RUNTIME

GLI18V-1900 18V LED Floodlight
Product Launch



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MARKET OVERVIEW



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18V PEPT System LED Floodlights (Bare Tools) - Q1 2017

\$399

\$349

\$299

\$249

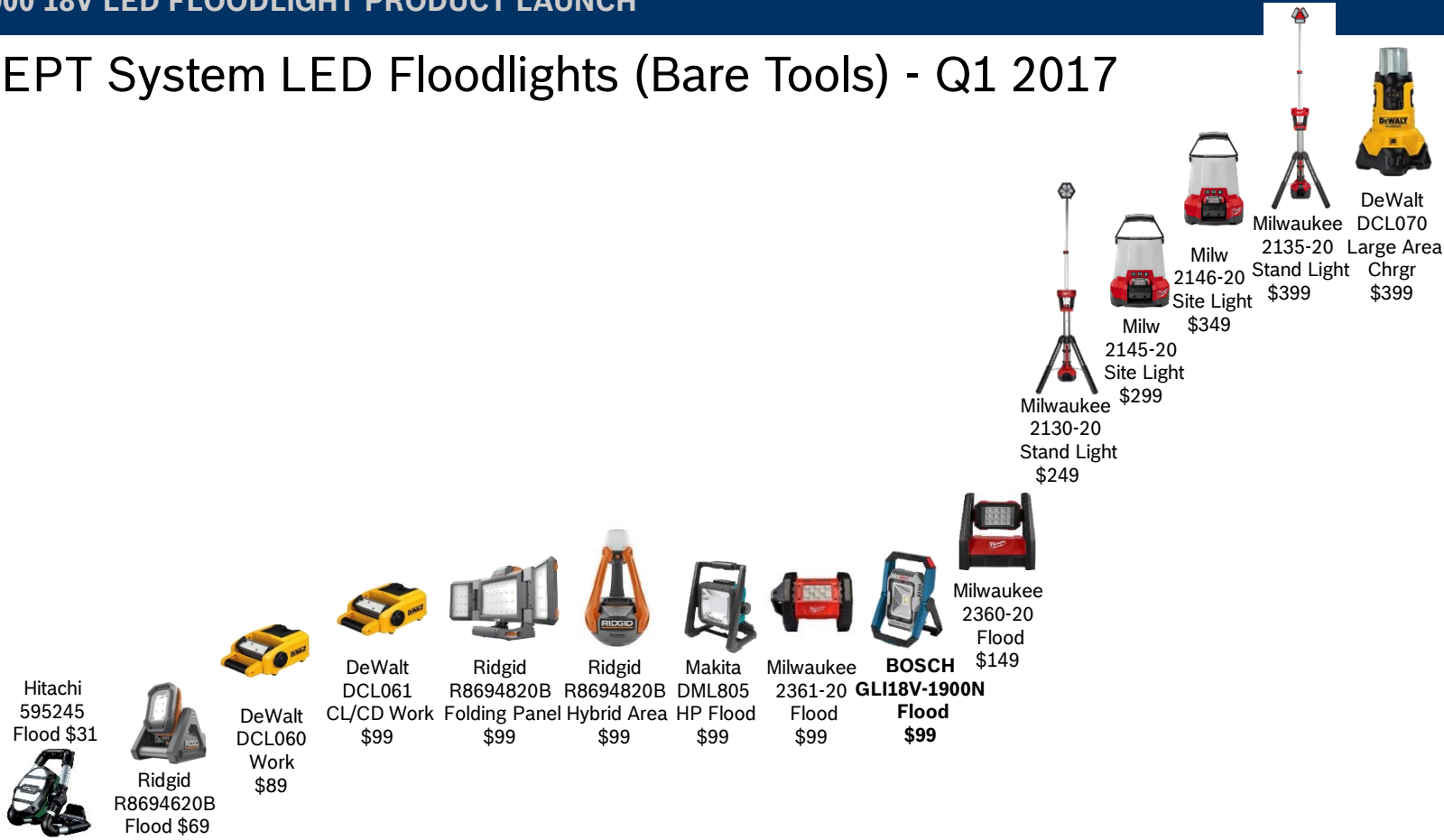
\$199

\$149

\$99

\$79

\$59



Low

Features/Performance/Quality

High

The LED light market includes models with a wide variety of designs and functions.



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FEATURES & BENEFITS



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GLI18V-1900 18V LED FLOODLIGHT PRODUCT LAUNCH

18 V
VOLT

HIGH-POWER LED

Supplies the brightest light (,1900 lumens) in its class

SINGLE-LED DESIGN

Delivers a consistent field of light

ROBUST CONSTRUCTION

Designed with a durable frame to hold up to tough jobsite conditions

THREADED FOR TRIPOD USE

Provides a 5/8"-11 thread mount for compatibility with standard tripods



ADJUSTABLE BRIGHTNESS

Offers more runtime at 1,000 lumens or brighter light at 1,900 lumens

SWIVELING STAND

Offers 120° adjustment and five angles for adaptable setup

FLEXIBLE POWER SYSTEM

Compatible with SlimPack, FatPack and CORE18V batteries

BOSCH 18V BATTERY POWER

Delivers extreme runtime, up to 10.5 hours with a CORE18V 6.3 Ah 18V battery (not included)



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Model : GLI18V-1900N

Date Available: March 1, 2017

Includes: Flood light



SPECIFICATIONS

Voltage	18V
Bosch Battery Compatibility	All Lithium-Ion batteries
Brightness (Lumens)	1,900 / 1,000
Runtime at 1,900 Lumens	50 min. per Ah
Runtime at 1,000 Lumens	100 min. per Ah
Number of LEDs	1
Stand Positions	5
Tripod Mount	5/8"-11
Dimensions	2.8" x 7.4" x 11.5"
Weight	3.5 lbs.

Features / Benefits

- ✓ **Single High-Power LED** – Supplies the brightest light (1,900 lumens) in its class
- ✓ **Adjustable Brightness** – Offers more runtime at 1,000 lumens or brighter light at 1,900 lumens
- ✓ **Single-LED Design** – Delivers a consistent field of light
- ✓ **Swiveling Stand** – Offers 120° adjustment and five positions for adaptable setup
- ✓ **Threaded for Tripod Use** – Provides a 5/8"-11 thread mount for compatibility with standard tripods
- ✓ **Robust Construction** – Designed with a durable frame to hold up to tough jobsite conditions
- ✓ **Bosch 18V Battery Power** – Delivers extreme runtime, up to 10.5 hours with a CORE18V 6.3 Ah 18V battery (not included)
- ✓ **Flexible Power System** – Compatible with SlimPack, FatPack and CORE18V batteries



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Two Brightness Settings



1,900 Lumen setting for maximum brightness



1,000 Lumen setting for maximum runtime

The GLI18V-1900's two brightness settings provide lighting versatility.



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Stand Flexibility

The stand can project the light in any of five angles.



The GLI18V-1900's stand provides great projection versatility.



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Runtime

- The GLI18V-1900 provides
 - 50 minutes of runtime per battery Ah in 1,900 Lumen setting*
 - 100 minutes of runtime per battery Ah in 1,000 Lumen setting*



<u>Bosch 18V Batteries</u>	<u>Battery Ah</u>	<u>1,900-Lumen Runtime</u>	<u>1,000-Lumen Runtime</u>
BAT612	2.0 Ah	1.6 Hours	3.3 Hour
BAT620	4.0 Ah	3.3 Hours	6.6 Hours
BAT621	5.0 Ah	4.2 Hours	8.3 Hours
BAT622	6.0 Ah	5.0 Hours	10.0 Hours
GBA18V63 (CORE18V)	6.3 Ah	5.25 Hours	10.5 Hours
WCBAT612	2.0 Ah	1.6 Hours	3.3 Hours
WCBAT620	4.0 Ah	3.3 Hours	6.6 Hours

**Assuming battery has been fully run-in and fully-charged.*

The GLI18V-1900 has impressive runtime.



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What's Included



GLI18V-1900 18V LED Floodlight



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Positioning within Bosch 18V LED Lighting Product Line



	GLI18V-300N Worklight	GLI18-420B Worklight	GLI18V-1900N Floodlight
LED Light	Yes	Yes	Yes
Lumens - Runtime	300 – 300 minutes per Ah	420 – 135 minutes per Ah	1,900 – 50 minutes per Ah 1,000 – 100 minutes per Ah
Lighting Adjustability	None	Spot or diffused	1,900 or 1,000 Lumens
Positioning	200° of positioning (five angles) and metal hook	Six angles and hanging strap	Five angles plus 5/8" – 11 tripod mount
Accessories / Attachments Included	None	Belt Pouch	None
Target Retail Price	\$49	\$59	\$99

The two Bosch 18V LED lights have different set of features for different price points.



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Pricing Information

Model #	Description	10-Digit #	MSRP	Standard	Tier 1	Tier 2
GLI18V-1900N	18V LED Floodlight	0601446410	\$99.00	\$89.50	\$85.00	\$81.50

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
GLI18V-1900N	3.6	4.4	1	000346489385	13 x 7.8 x 4	0.23	90	31.70	8513.10.2000	China



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WHY BOSCH



Why Bosch

User Needs:

Bosch Delivers:

✓ **Bright, Adjustable Lighting**

Lighting Versatility

- 1,900 / 1,000 lumen settings
- Consistent light from one large LED

✓ **Ability to Direct Light to Specific Location**

Positioning Versatility

- Swiveling stand – provides five angles
- 5/8"-11 tripod mount

✓ **Runtime**

Very Long Runtime

- 100 Minutes per Ah at 1,000 lumen setting
- 50 Minutes. per Ah at 1,900 lumen setting



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TARGET USERS & APPLICATIONS



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Target Users and Applications

- Target Groups: Virtually all users need jobsite lighting at times
- Applications: For larger-scale illumination
- Common Need:
 - Previous solutions, such as corded “trouble lights”, were not typically part of power tool cordless systems
- User Purchases of PEPT System Light Purchases:
 - PEPT system lights are often obtained as an “afterthought” bare tool execution
 - PEPT system lights are sometimes obtained through purchase of combo kits
 - PEPT system lights aren’t often the main determinant in selection of a power tool cordless system, but if not available, it can cause user to choose different brand



Virtually all power tool users need jobsite lighting at times.












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COMPETITIVE COMPARISONS



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Competitor Overview - 18V Power Tool System LED Floodlights (Bare)








Brand	BOSCH	Hitachi	Ridgid	DeWalt	DeWalt	Ridgid	Ridgid	Makita	Milwaukee
									
Model	GLI18V-1900N	595245	R8694620B	DCL060	DCL061	R8694820B	R8694221B	DML805	2361-20
Cordless System	18V	14.4V/18V	18V	18V/20V	18V/20V	18V	18V	18V	18V
Other Power Inputs	---	---	---	---	120V	120V	120V	120V	---
Description	Flood Light	Work Light	Flood Light	Work Light	Work Light	Hybrid Area Light	Folding Panel	Flood Light	Flood Light
No of LEDs	1	36	4	10	10	Multiple	48	20	8
Consistent 1- LED Light	Yes	No	No	No	No	No	No	No	No
Other Light Features	NA	NA	NA	NA	NA	NA	NA	NA	TRUE VIEW output
Lumens Control	On/Off Switch (2 Levels)	On/Off Switch (2 Levels)	Dial (Levels Unknown)	None (1 Level)	None (1 Level)	Dial (Levels Unk nown)	Dial (Levels Unk nown)	On/Off Switch (2 Levels)	Brightness Button (Two Levels)
Lumen Settings, Run Time	1900, 50 min. per Ah	High 70 min per Ah	1200, Unknown	1500, Unknown	1500, Unknown	1000, Unknown	2500, Unknown	750 - 100 min per Ah	1500, Unknown
	1000, 100 min per Ah	Low, 170 min per Ah	Unknown 240 min per Ah	---	---	TBD, 900 min per Ah	TBD, 168 min per Ah	450 - 200 min per Ah	Unknown
	---	---	---	---	---	---	---	---	---
Auto Overheating Shutoff	Yes	Unknown	Yes	No	No	Yes	Yes	Yes	No
Orientation Adjustability	5-Position Stand	Adjustable head	180°4-Position Stand	0° - 90° Only	0° - 90° Only	Fixed 360° Output	Folds out to up to 360 degrees	Swivel Stand	Six sides
Tripod Mount	5/8"-11	Yes - Threading Unknown	1/4-20	No	No	No	1/4-20, Rod Hole	Yes (Size unknown)	Rod Hole
Other Positioning Devices	Hanging via Handle	Hanging via Handle	Hooks, Nail holes	Hanging via Handle	Hanging via Handle	Self-Righting Design	Hooks, Nail Holes	Hanging via Handle	Nail Hole, Wire Groove
Bluetooth / Phone App	No	No	No	No	No	No	No	No	No
Low Battery Warning	Yes	Unknown	No	No	No	No	No	Yes	No
Other	Protective Frame	---	Stand detaches	---	---	Battery Door	---	Roll Cage	Roll Cage
	---	---	---	---	---	Cord wrap	---	Cord & Wrap	
Depth (In.)	2.8	7.02	8.5	13.6	13.6	17.75	10.5	na	6-1/4
Height (In.)	11.4	9.53	8.75	na	na	15.5	10.75	8.4	6-1/4
Width (In.)	7.4	10.08	6.5	8.7	8.7	11.75	7.88	na	8-3/4
Weight (lbs.)	3.5	3.1	3	3.27	3.75	11	3	6.1	3.4
Retail Price	\$99	\$31.48	\$69	\$89	\$99	\$99	\$99	\$99	\$99

The LED light market includes models with a wide variety of designs and functions.



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Competitor Overview - 18V Power Tool System LED Floodlights (Bare)

Brand	BOSCH	Milwaukee	Milwaukee	Milwaukee	Milwaukee	Milwaukee	DeWalt
							
Model	GLI18V-1900N	2360-20	2130-20	2145-20	2146-20	2135-20	DCL070
Cordless System	18V	18V	18V	18V	18V	18V	20V / 60V
Other Power Inputs	---	120V	---	120V	120V	---	120V
Description	Flood Light	HP Flood Light	Stand Light	Radius Light	Radius Light	Stand Light	Large Area Light
No of LEDs	1	12	Multiple	Multiple	Multiple	Multiple	Multiple
Consistent 1- LED Light	Yes	No	No	No	No	No	No
Other Light Features		TRUE VIEW output	TRUE VIEW output	TRUE VIEW output	TRUE VIEW output	TRUE VIEW output	
Lumens Control	On/Off Switch (2 Levels)	On/Off Switch (3 Levels)	On/Off Switch (3 Levels)	Brightness Button (Two Levels)	Brightness Button (Two Levels)	3 levels	Brightness Buttons (10 Levels)
Lumen Settings, Run Time	1900, 50 min. per Ah 1000, 100 min per Ah	3000, 24 min per Ah 1500, 48 min per Ah 650, 96 min per Ah	2000, 40 min per Ah 1300, 72 min per Ah 850, 120 min per Ah	4400, Unknown 1000, Unknown	4400, Unknown 1000, Unknown	3000, 24 min per Ah 1700, 48 min per Ah 900, 96 min per Ah	7000 (Max AC) - NA 3000, Unknown 500, Unknown
Auto Overheating Shutoff	Yes	No	No	No	No	No	No
Orientation Adjustability	5-Position Stand	240° Pivoting Head	Head pivots	L, R, 360°	L, R, 360°	Head pivots	L, R, 360°
Tripod Mount	5/8"-11	No	NA	No	No	NA	NA
Other Positioning Devices	Hanging via Handle	3 Nail Holes	Stand	Self-Centering Hook & Wire Groove	Self-Centering Hook & Wire Groove	Stand	Nail holes
Bluetooth / Phone App	No	No	No	No	Yes	No	Yes
Low Battery Warning	Yes	No	No	Yes	Yes	No	Yes
Other	Protective Frame	Roll Cage	7 ft. max extension	Security Tab & Cable	Security Tab & Cable	7 ft. max extension	Security Tabs
	---	---	---	---	---	---	20V Battery Chgr Wheel Option
Depth (in.)	2.8	10.5	na	na	na	9	20.75
Height (in.)	11.4	10.75	4 ft. - 7 ft.	10.5	10.5	41.5	31.25
Width (in.)	7.4	7.5	na	9.25	9.25	9.5	20.75
Weight (lbs.)	3.5	6.25	14.5	10.6	10.6	18	27
Retail Price	\$99	\$149	\$249	\$299	\$299	\$399	\$399

The LED light market includes models with a wide variety of designs and functions.



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Head-to-Head vs. Key Competitor Execution



vs.



Bosch GLI18V-1900N \$99

- ✓ 1,900 / 1,000 lumens
- ✓ Single LED
- ✓ 120° angle adjustability
- ✓ Tripod mount
- ✓ Low battery warning
- ✓ Automatic overheating shutoff
- ✓ Protective frame

DeWalt DCL060 \$89

- 1,500 lumens
- Multiple LEDs
- 90° angle adjustability
- No tripod mount
- No low battery warning
- No automatic overheating shutoff
- No protective frame

Bosch Advantage

- ✓ *Brighter, two settings*
- ✓ *Consistent field of light*
- ✓ *Wider array of angles*
- ✓ *Tripod mount ability*
- ✓ *Low battery warning*
- ✓ *Auto overheating shutoff*
- ✓ *Protective frame*

The GLI18V-1900 is brighter and has several features not found on the DeWalt DCL060.



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Head-to-Head vs. Key Competitor Execution



vs.



Bosch GLI18V-1900N \$99

- ✓ 1,900 / 1,000 lumens
- ✓ Single LED
- ✓ Tripod mount
- ✓ Low battery warning
- ✓ Automatic overheating shutoff

Milwaukee 2361-20 \$99

- 1,500 lumens
- Multiple LEDS
- Rod hole
- No low battery warning
- No automatic overheating shutoff

Bosch Advantage

- ✓ *Brighter, two settings*
- ✓ *Consistent field of light*
- ✓ *Tripod mount ability*
- ✓ *Low battery warning*
- ✓ *Auto overheating shutoff*

The GLI18V-1900 is brighter and has several features not found on the Milwaukee 2361-20.



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Head-to-Head vs. Key Competitor Execution



vs.



Bosch GLI18V-1900N \$99

- ✓ 1,900 / 1,000 lumens
- ✓ Single LED

Makita DML805 \$99

- 750 / 450 lumens
- Multiple LEDs

Bosch Advantage

- ✓ *Brighter lighting*
- ✓ *Consistent field of light*

The GLI18V-1900 is brighter and provides more-evenly distributed lighting than the Makita DML805.



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Head-to-Head vs. Key Competitor Execution



vs.



Bosch GLI18V-1900N \$99

- ✓ 1,900 / 1,000 Lumens
- ✓ Single LED
- ✓ Low battery warning

Ridgid R8694620B \$69

- 1,200 Lumens max light
- Multiple LEDS
- No low battery warning

Bosch Advantage

- ✓ *Brighter lighting*
- ✓ *Consistent field of light*
- ✓ *Low battery warning*

The GLI18V-1900 is brighter and provides more-evenly distributed lighting than the Ridgid R8694620B.



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MARKETING SUPPORT



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Marketing Support

DIGITAL & SOCIAL MEDIA

- boschtools.com
- Ratings & reviews
- Product Videos
- Social Media

★★★★★ 5.0



COLLATERAL & MERCHANDISING

- Sell sheet
- Fact sticker



IMF #	Description
2017-022	Sell Sheet
2017-016	Fact Sticker

PUBLIC RELATIONS

- Media outreach
- Product seeding



TRADESHOWS & EVENTS

- Targeted tradeshows
- N.A. Power Tour



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FREQUENTLY ASKED QUESTIONS



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Frequently Asked Questions

Is the GLI18V-1900N replacing anything in our product line?

No. It is an additional product. Both the GLI18V-1900N and previously-launched GLI18V-420B will part of our expanding 18V product line.

What does the “N” in the model name “GLI18V-1900N” signify?

The “N” is the new model number suffix that indicates that this is a “bare” or “naked” tool execution. (Going forward, “B” will be used to indicate that a product includes a carry bag is included.)

Can the GLI18V-1900 be powered by all Bosch 18V Lithium-Ion batteries?

Yes.

How is the lumen setting of the GLI18V-1900 changed?

Press the On/Off switch briefly to switch on the floodlight at maximum brightness (1,900 lumens). To reduce the brightness to 1,000 lumens, hold down the On/Off switch until the brightness changes. To return to 1,900-lumen setting, repeat this process.

What is the advantage of the consistent field of light emitted by a single LED?

The field of light doesn't have the variations that can occur in the overlap of light beams emitted by multiple LEDs.



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Frequently Asked Questions

What makes it possible for GLI18V-1900's runtime to be so long?

The LED is very energy-efficient.

What happens if the GLI18V-1900 overheats?

If the unit is in a hot environment and it overheats, the lamp will blink and then shut off automatically.

What happens when an LED breaks? Can the user replace it?

LED lights break very rarely due to their long lifetime of 10,000 or more hours. In addition, they are more robust than any other light source, because they don't have little wires which can break if the unit falls. In the unlikely event of a broken LED, the user will need to send the unit to an authorized Bosch service center. The user cannot replace an LED.

Will other LED lights be added to the Bosch 18V cordless product line?

Yes. Additional LED lights are planned for the Bosch 18V and 12V Max cordless product line later in 2017.

Does the GLI18V-1900 have an IP rating?


No, because the battery packs don't have an IP rating. Nevertheless, the lamp itself is weatherproof.



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**If you have any product questions,
please contact Jim Stevens**

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