



For Immediate Release

The Best Level on Earth™

Kadarim, IL – June 1, 2009 – Kapro is proud to introduce the strongest level in the world:

The Zeus™ 990

Levels fall. All the time. They get knocked about and dirtied up a fair bit, too. That's why professional contractors need a level that can take it. When it falls, they want to be able to pick it up, wipe it off, and get straight back to work. They need to know that its frame is straight, its vials remain perfectly accurate, and all that's needed is a cloth to wipe it clean

The Zeus™ 990 is the toughest level on earth, with all of the features that professional contractors actually need to get the job done right, like the **Plumb Site® Dual-View™ vial** (on both ends of the level), a **magnified horizontal vial**, **air-cushioned shockproof end caps**, **air-cushioned wall-grip handles**, 2 milled surfaces, and **non-stick "wipe-clean" Keflon™ coating**.

The Zeus™ 990 is accurate to ± 0.5 mm/m (0.0005"/") or 0.029° **in all level and plumb working positions**. That means you can level flat or overhead with the same superior accuracy, and be sure that the Plumb Site® vials are equally accurate in any vertical position.

The Plumb Site® Dual-View™ vial system is the most important innovation in conventional leveling since the invention of the level. Plumb Site® offers the traditional side view of the horizontal vial and the unique front view. It's easier to read, eliminates neck and eye strain, and improves accuracy.

The Zeus™ 990 VISION model incorporates an **illuminated horizontal vial**, for work in low-light environments.

The Zeus™ 990, with its Computer Optimized Profile, retains its original tensile strength (the maximum stress a material can withstand) better than any level on the market. In-house testing in Kapro's state-of-the-art laboratory, has proven the 990 to be **two to five times stronger than its competitors**. The Zeus™ 990 really is the strongest, longest lasting level in the world. It's even got its own website:

www.thebestlevelonearth.com

990 Features:

- **Computer Optimized Profile (C.O.P)** – the strongest level in the world.
- **High quality aluminum extrusion:** 66mm (w) x 30mm (d), with a wall thickness of at least 2.1mm on milled surfaces.
- **Magnified horizontal solid acrylic vial** for better readability.
- **Zeus™ 990 VISION** model includes **illuminated horizontal vial**.



- **Two Plumb Site® Dual-View™ vials** with the unique dual view of the vertical vial – for more precise leveling, and an end to neck and eye strain.
- **Epoxy-locked vials and vial housings**, to guarantee the factory calibrated accuracy of 0.5 mm/m (0.0005"/") in all working positions – for the life of the level.
- **Polypropylene and TPR end caps with “Air-cushioned” PVC shock absorbers**– for superior impact absorption.
- **Ergonomic “Air-cushioned” handles with patented Ergo Grip™ non-slip feature.** Soft-touch feel, and a big aperture that's comfortable for larger hands. Won't slip when held against a wall, for easy leveling with just one hand; thermally insulate a user's hand from the cold body of the level; won't leave marks on the work surface.
- **Pure polyester electrostatic powder coated, incorporating Keflon™ anti-stick coating** – creates a residue resistant finish for easy maintenance.
- **Two milled surfaces** for a controlled and definable flatness the entire length of the level, to increase accuracy.
- **Available with powerful rare-earth magnets** for hands-free leveling.
- **Available with protective waterproof bag.**
- **Lifetime warranty on all vials.**

The Zeus™ 990. It's not how you fall. It's how you get up again.

About Kapro Industries

Kapro Industries Ltd. has been manufacturing levels, lasers, and measuring tools for the hand tool industry for 30 years. Its products are sold in more than 60 countries. The company has a reputation as an innovative market leader that is committed to providing its customers with outstanding quality, value, design, innovation, and service.

The company has invented some of the industry's most revolutionary innovations, including the Plumb Site® Dual-View™ vial, Postrite®, and Topgrade™.

Kapro Industries is headquartered in Kadarim, Israel. The company's U.S. subsidiary, Kapro Tools Inc., is located in Lake Mills, Wisconsin. Kapro owns and operates state-of-the-art facilities in Israel, the United States, and China. Its manufacturing facilities are certified compliant with ISO standards 9001, 14001, and SA8000.

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