



## For Immediate Release

### For more information:

Steve Betzler  
Empire Level  
(262) 368-2003  
[sbetzler@empirelevel.com](mailto:sbetzler@empirelevel.com)

Mike Fowler  
The Sales Factory  
(336) 369-4011  
[mikef@salesfactory.com](mailto:mikef@salesfactory.com)

# Empire Level Introduces New e100 Digital Level at 32<sup>nd</sup> Annual STAFDA Convention and Trade Show

**MUKWONAGO, WIS. – Nov. 3, 2008** — Empire Level Manufacturing Co. has introduced a new “e100 Digital Level” after learning the results of a consumer research study that found end-users of digital levels are dissatisfied with existing products in the marketplace.

The research study found that digital level users wanted consistent and accurate readings, a case to store the instrument when not in use, a display backlight for use in low light conditions, and most importantly, an easy-to-use interface. The e100 Digital Level, based on Empire’s popular e-series line for professionals and do-it-yourselfers, is a precision instrument designed and engineered to meet those needs. Additionally, a new shock absorbing system features dual density end caps made of a soft elastomer that helps to ensure accuracy, even under the most rugged jobsite conditions.



e100 Empire Digital Level

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

*"We worked hard to develop a performance leading product that was affordable. The digital e100 offers industry leading technology at a much more reasonable price," said [Steve Betzler](#), Vice President of Sales.*

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Empire is rolling out the e100 Digital Level at the 32<sup>nd</sup> Annual [STAFDA Convention and Trade Show](#) (The Specialty Tools & Fasteners Distributors Association) held Nov. 9-11 at the Colorado Convention Center in Denver. The new product will be available for viewing and testing at the company’s booth, #1440-1442.

"When we develop a new product, we always start with end users. We heard again and again that existing models are too complicated. We also heard the inexpensive ones were not serious tools and the professional models were too expensive. The new e100 Digital Level solves all of these issues and delivers even more," reports Ged King, Director of Marketing.

"We worked hard to develop a performance leading product that was affordable. The e100 Digital Level offers industry leading technology at a much more reasonable price," said Steve Betzler, Vice President of Sales.

(more)

## New e100 Digital Level from Empire...Page 2

Design Engineer John Christianson said that Empire built the e100 Digital Level to be "the best digital level in the world."

"It is based on our e70 technology, so you know it's going to be accurate and durable. The digital module has a dual axis motion measurement system on a CMOS integrated circuit," Christianson said. "The system uses a new gaseous measurement system that does not display stiction and particle contamination problems associated with traditional solid devices. Additionally, it has no surface tension issues like liquid sensors."

Christianson said day to day use on the jobsite makes dropping a level, or having one fall from a high point, almost inevitable. "Empire has done our part to help with this problem using E-Shock™ technology. This shock absorbing system features end caps made of a soft elastomer that helps to ensure accuracy of this precision instrument. Also, the True Blue series of levels have the strongest warranty in the industry to back your valued tools," Christianson said.

[Empire President Jenni Becker](#) said the new digital sensor is the only one in the world that is good enough to call "True Blue." "What is equally impressive is how easy it is to use. The levels in the True Blue® professional series are built to help craftsmen save time and money while they produce the highest quality projects possible," Becker said.

### Features of the e100 Digital Level

- Industry best accuracy
- Empire Digital Viewing System with backlight for precise readings in any lighting
- Audio notification: When visibility is difficult, the audio beeper will sound when level or plumb is reached
- Hold memory: Stores any reading for repeating angles
- Inverted reading position: Makes overhead work a snap
- Two step calibration: Simplifies calibration and provides for maximum accuracy
- Digitally displays degrees, percent slope and inch/ft
- Dual density shock absorbing end caps

### For project specific applications

- Auto shutoff: Shuts off after 2 minutes of non-use to extend battery life
- Extended run time: Twice the run time to keep you working as long as it takes to get the job done right
- Class 2 laser: Only one calibrated in X and Y axis accurately like a gun sight
- Digital Case: Includes a soft sided carrying case
- e70 Technology: dual molded rubber endcaps and grips and True Blue® vials
- Available in 24" and 48" sizes

Empire Level is the home of True Blue® – the most accurate vials in the world. The newly designed True Blue® series of levels and squares are engineered to provide maximum accuracy, extreme durability, and enhanced readability with the strongest warranty in the industry. Empire Level is the leading designer and innovator of accurate levels and measuring tools. The blue fluid in our level vials is Empire's unique symbol of superior accuracy and a trademark of [Empire Level Mfg. Corp.](#) Company contact: [Steve Betzler](#), Empire Level, (262) 368-2003, [sbetzler@empirelevel.com](mailto:sbetzler@empirelevel.com)

###