

Fiskars QuikDrill™



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Fiskars QuikDrill™

GARDEN DRILL



Soil Care



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Product Concept

Fiskars QuikDrill™

Background

Project drivers

Current offering

Competitors

Consumer need

Product

Segmentation & range

Design & functionality

Usage & testing

Packaging

Go-to-market

Pricing

In-out timing

Sales support material

Fact sheet



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Key Project Drivers

Target is to build an undeveloped category with a break-through product

- The garden drills extend the Fiskars offering to a new segment that is currently under-developed on the market
- Usage in different *gardening* tasks. Useful also in *construction* tasks around the house and garden.
- There is no direct cannibalization of current hand tool categories and their sales
- We bring a branded product range to the market with clear Fiskars design DNA



Consumer need

Current products do not fulfil the consumer need

- Current models and competitor items were tested on field and performance is not very good. Main problems are:
 - Difficult to start drilling, especially if there is thick grass layer => need to improve head screw / thread and the cutting edge
 - Drills get jammed (soil goes around the thread) or too heavy to use => need to improve the thread
- Bulky and heavy items that do not appeal instore
 - Products are quite cheap-looking and competitor items are very similar to each other
 - Our current items do not have Fiskars feel & look



No sharpened blades

No head screw

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Consumer need

There is a need to educate the consumer

Garden drills are typically used for construction projects around the house, such as building a fence. The full potential of these items is much more.

Garden drills are a perfect aid in gardening activities, for instance when planting flowers or bushes. This usage purpose is not so familiar to consumers and it is important that we communicate the new opportunities to them.

1. Select the preferred trees, shrubs & bushes and choose a planting location.



2. Drill holes with needed diameter between 10-20cm and depth upto 80cm.



3. Plant the greenery and flowers, even in the midst of a lawn or a front yard.



Segmentation: GBB

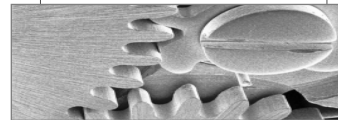
The new QuikDrill™ range is in the “better” category

Good



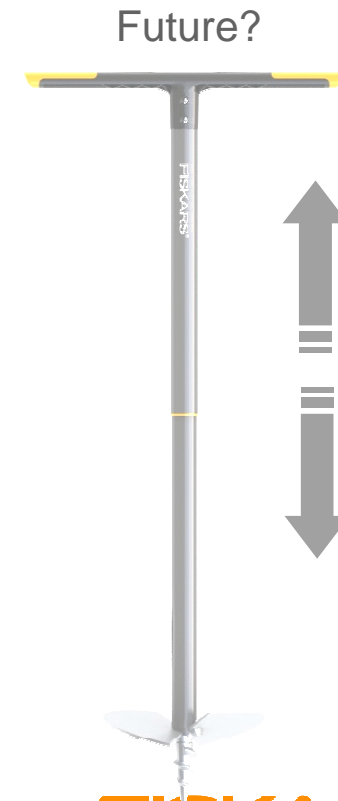
Already existing

Better



2012

Best



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Design



- Fiskars Design DNA and stylish appearance (orange handle inserts, oval graphite shaft)
- Dual cutting action with two optimally angled and sharpened blades
- Three different blade sizes that are interchangeable to one shaft for different gardening tasks

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Garden Drill Range

QuikDrill™ S

134710



QuikDrill S

Name: D10

Diameter: 100mm

Optimal functionality:

- Planting bulbs
- Aerating and fertilizing ground and roots
- Poles with diameter 80-110mm

QuikDrill™ M

134720



QuikDrill M

Name: D15

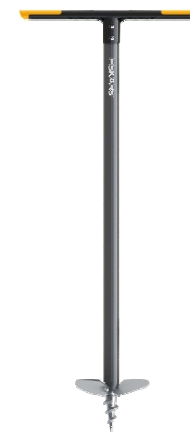
Diameter: 150mm

Optimal functionality:

- Planting flowers
- Aerating the compost
- Poles with diameter 130-170mm

QuikDrill™ M

134730



QuikDrill L

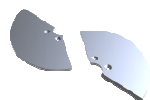
Name: D20

Diameter: 200mm

Optimal functionality:

- Planting trees & hedges
- Drilling a compost hole
- Poles with diameter upto 220mm (enlargeable with spade for larger poles)

QuikDrill™ PlusPart S 134717



PlusPart S

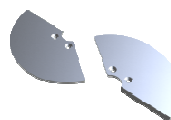
Name: DP10

Diameter: 100mm

Can be attached to any QuikDrill shaft to extend usage to small-sized tasks.

Screws included.

QuikDrill™ PlusPart M 134727



PlusPart M

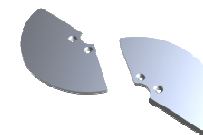
Name: DP15

Diameter: 150mm

Can be attached to any QuikDrill shaft to extend usage to medium-sized tasks.

Screws included.

QuikDrill™ PlusPart L 134737



PlusPart L

Name: DP20

Diameter: 200mm

Can be attached to any QuikDrill shaft to extend usage to large-sized tasks.

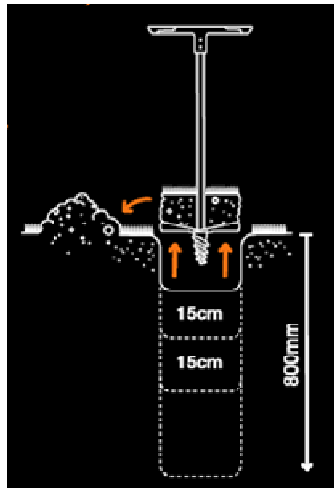
Screws included.

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Functionality

Perfect tool for drilling holes easily

- The name QuikDrill indicates how quickly it is possible to make a hole in the ground with the Fiskars garden drill
- The maximum hole depth is around 80cm
- When drilling down, the drill needs to be emptied approximately every 15cm. In dense mud, this may need to be done a bit more often.
- The drill lifts clear piles of ground with ease.
- QuikDrill is not intended for drilling through ice.



Drill deeper with less effort

The new QuikDrill is able to go deeper than the traditional models before it needs to be emptied.

Main reason is that the blades cut roots and avoid stones. Hence it does not get stuck. Secondly, there is no blade spiral, that would become heavy and “full of soil”.

Below is visible the hole depth after the first emptying with a traditional spiral model (left) and the Fiskars new two-blade model (right).

Traditional item

Fiskars QuikDrill



Functionality

Benefits of a two-blade construction

- Blades are attached at an optimal angle in comparison to one another.



- This defines the "height" or "steepness" of each round of spiral from the soil.
 - The chosen angle has a perfect balance between quick drilling into the ground and on the other hand not losing the ease and lightness of use.
 - If spirals were too steep, it would be too heavy to lift the soil from ground. The drill has good toleration for twisting and lifting.
- Typical drills have spiral blades and it is a misperception that that a two-blade drill could not be as effective as a spiral in drilling as well as lifting up the soil.

Smooth-edged holes

After the drilling the edges of the hole are smooth and clear. They evenly follow the shape of the blade. The drill does not rip unnecessary ground around the hole, but makes a "clean cut".



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QuikDrill™ Small 10cm

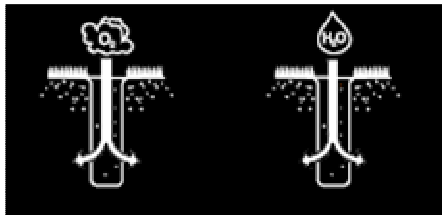
Different blade size for different usage

Optimal functionality of 10cm blades:

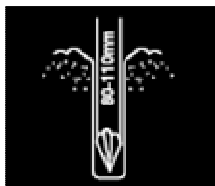
- Planting bulbs (e.g. flowers)



- Aerating and fertilizing roots (drilling around the tree stem). Maintaining deep ground moisture and surface drainage.



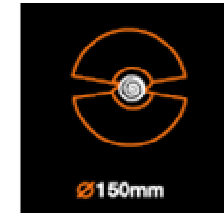
- Installing poles with diameter 80-110mm. Mounting fences, post boxes, supporting young trees etc.



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QuikDrill™ Medium 15cm

Different blade size for different usage

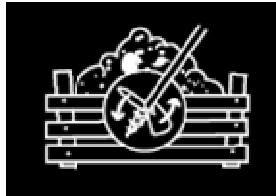


Optimal functionality for 15cm blades:

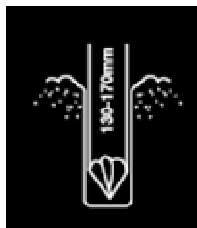
- Perennial planting: flowers, greenery



- Aerating and mixing a compost

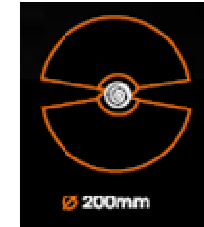


- Poles with diameter 130-170mm.
Mounting fences, post boxes, supporting young trees etc.



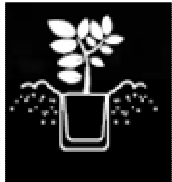
QuikDrill™ Large 20cm

Different blade size for different usage

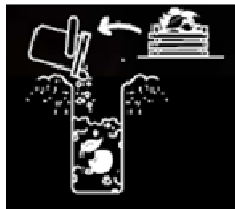


Optimal functionality for 20cm blades:

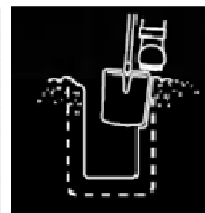
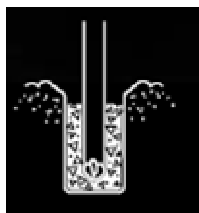
- Hedge and tree planting



- Drilling a compost hole (“pit composting”)



- Poles with diameter up to 220mm (enlargeable with spade for larger poles). It is possible to add concrete filling for stronger support.



Outdoor Usage Testing

Excellent initial test results

- QuikDrill™ showed clear competitive benefits
 - The drill breaks into soil and initiates the hole fast thanks to its sharply shaped and durable end screw
 - The blades cut through roots without getting tangled thanks to having only two blades, which are sharpened
 - The drill wiggles around thumb-size stones and avoids them thanks to its two blades (no spiral blade like in traditional items)
- It is easy to learn the usage: how to turn, when to lift for emptying etc.



The new Fiskars QuikDrill™ was tested and its functionality compared to competitor items and current Fiskars items (total 8 garden drills).

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Outdoor Usage Testing

Functionality in different ground types

- Testing will be carried out during the summer to specify how the garden drill works in different ground types (soil, clay, rocky, lawn etc.)
- Testing results and footage will be available in August 2011

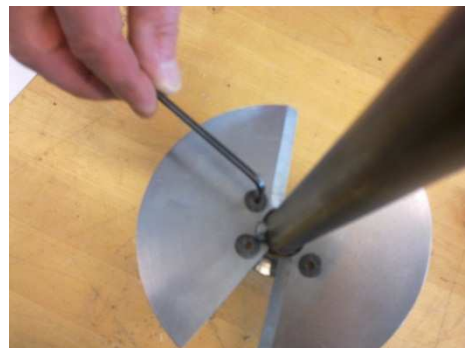
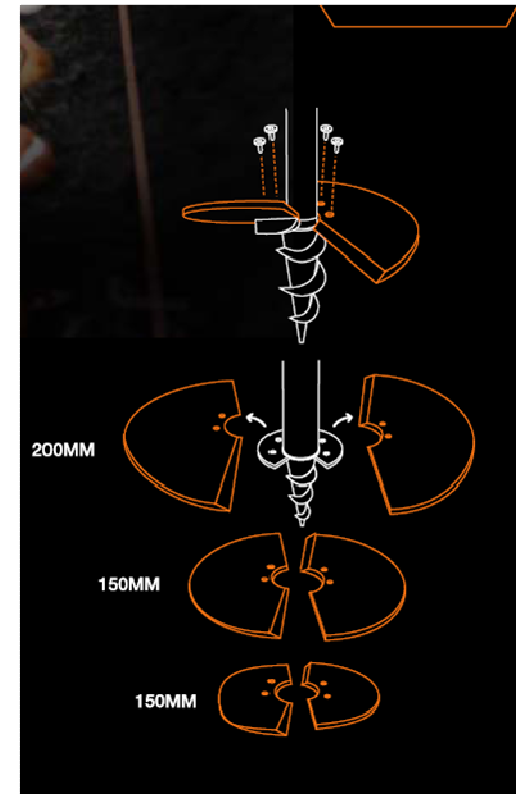


Changing the PlusParts

Interchangeable blades according to the need in the garden

The blade changing instructions are indicated inside the package card.

1. Wash the blades and make sure soil is not caught in the screw holes.
2. Unscrew both screws of each blade. A regular 4mm hex key is needed.
3. Take of blades and exchange to a different size.
4. Fasten the screws. New screws are always provided in the blade package.



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Maintenance

Maintenance instructions will be shown through clear graphics on each package (see right).

1. Wash under running water, brush to keep screws clean.
2. Dry by wiping with a piece of cloth.
3. Sharpen blades when necessary (maintenance kit 110990).
4. Oil screws if needed (maintenance kit 110990).

Tip: The blades can be taken off for flexible and safe storage.

Usage observation: Sharpness

Regular sharpened drill blades are damaged much easier than our QuikDrill blades, which are hardened and grinded. In addition, many competitors do not have sharpening at all.

Regular

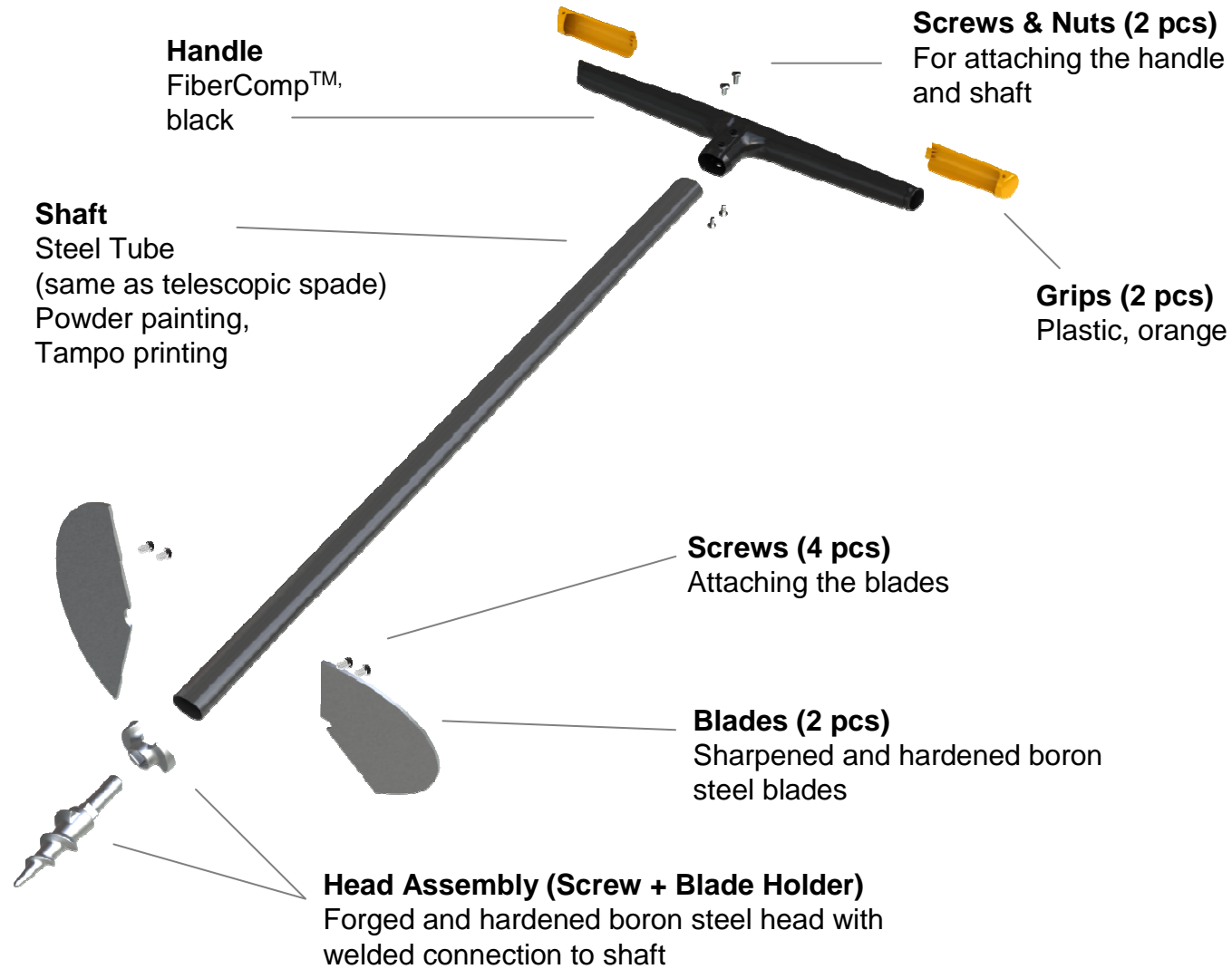


Fiskars

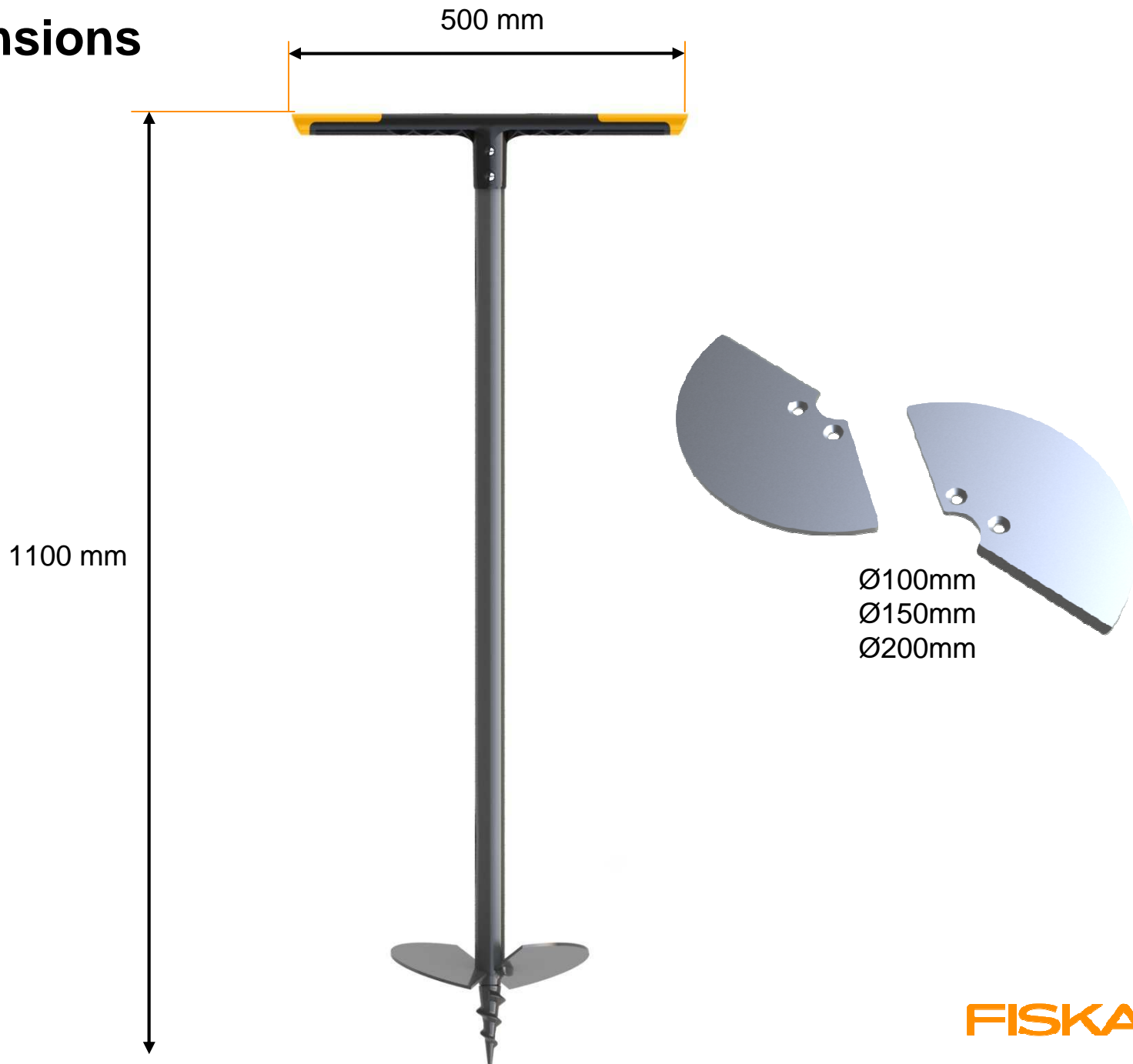


Preliminary Mechanics

TO BE CONFIRMED BY SEPT 2011



Dimensions



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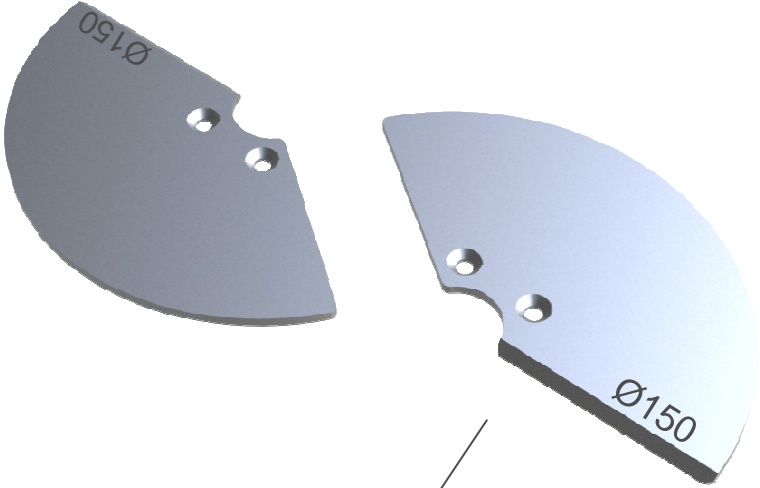
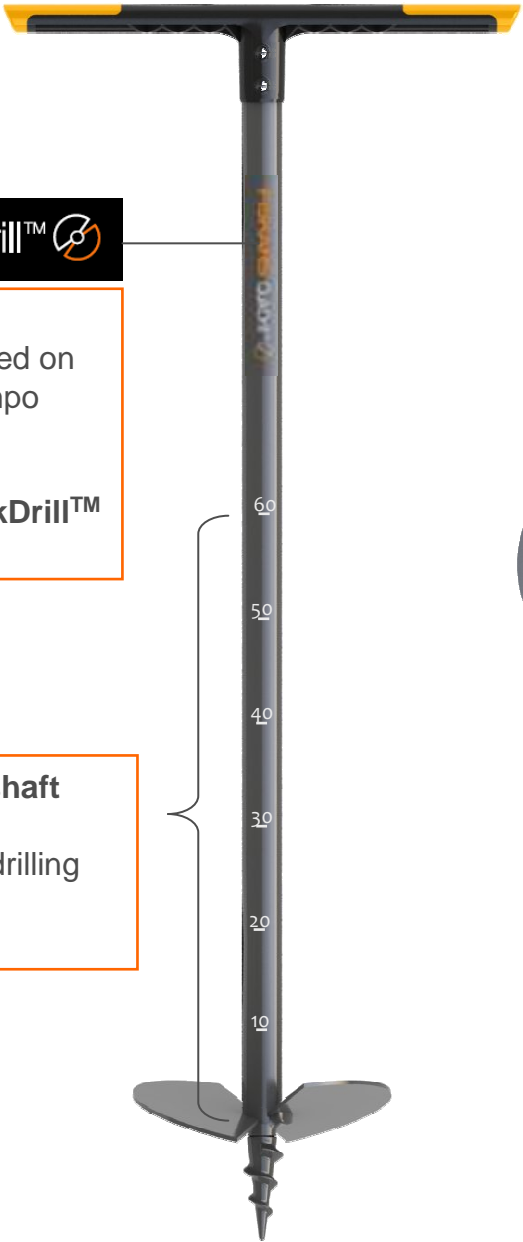
Product Markings



Naming on the shaft
Fiskars QuikDrill™ is indicated on the shaft with two colour tampo printing (orange and white).

The trademark **Fiskars QuikDrill™** has been registered.

Centimetre scale on the shaft
The tampo printed scale conveniently indicates the drilling depth.



Diameter marking on the blades
Stamped diameter marking on the blades helps to identify them and direct the usage. The marking is visible also through the packaging of the PlusParts.

Packaging

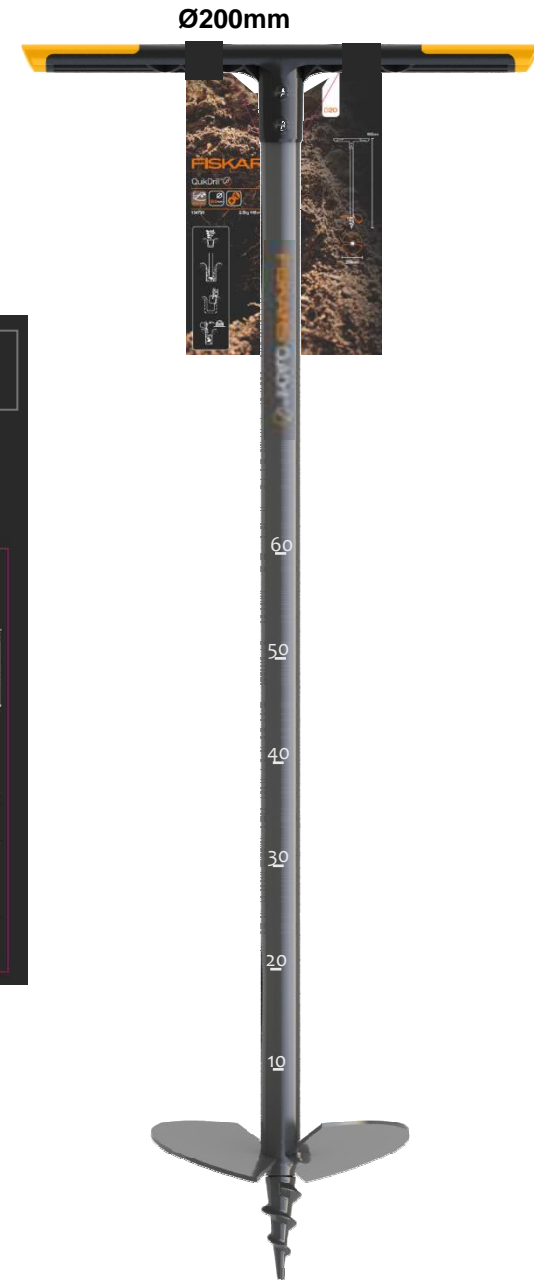
Graphics displaying the usage size by size



Ø100mm



Ø150mm



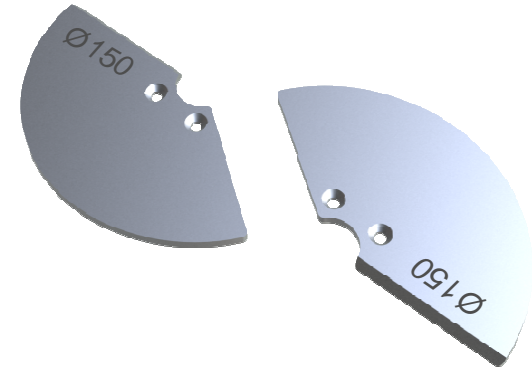
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Packaging

Graphics displaying the usage size by size

Packaging for blades

- Part of the blades is visible from packaging
- Blade marking (diameter) is visible



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Sales Support Material

Testing material

Usage in different ground types (soil, clay, rocky, lawn etc.)

Availability






August 2011

Competitor analysis

Competitor analysis (excel)

Availability

Available
(see snapshot below)

AVERAGE PRICES		PLANTING DRILLS								
HOLE SIZE DIAMETER (# OF COMPARABLES) AVERAGE PRICE #		COMPETITOR INFO								
		Unbranded 5	Unbranded 6	Unbranded 7	Unbranded 8	Unbranded 9	Unbranded 10	Unbranded 11		
4	< 130mm diameter	7	41.85	4 models	3 Models	Erdbolzer	Erdbolzer	Erdbolzer	Erdbolzer	Hand Erdbolzer
5	130-150 mm diameter	15	50.92	1850/1300/1020/1060mm	1300mm	1800mm	1000mm	1000mm		
6	150-200mm diameter	5	49.43	Thread height	450/ 320/ 400/ 180mm					
7	210-260mm diameter	6	44.75	Hole size diameter	70 / 150/ 200/ 250mm	150/ 180/ 250mm	70mm	90mm	200mm	250mm
8	TOTAL	33	46.58	Weight	2200/ 3800/ 5300/ 6300g			5500g	6000g	
9	Note: Ebers & Partner expensive drills excluded (column 4)			Additional details	Range of 4 models	Range of 3 models		Handle width 700mm	Handle width 700mm	
10	April 2010 / pilopäivän			Materials						
11	Comments:			Link	http://www.der-raisenmaah.com	http://www.jurabo-shop.de	http://www.erdbolzer.de	http://www.erdbolzer.de	http://www.erdbolzer.de	http://www.ahrd.com
12				PRICE BENCHMARKS (EUR)						
13				UK						
14				Finland						
15				Germany	29.95	34.00	41.53	42.83	49.00	60.00
16				Austria						
17				France						
18				Poland	29.95	34.00				
19				Other	36.66	59.00				
20				Other	48.95					
21				AVERAGE	37.46	44.00	41.53	42.83	49.00	60.00
22				PICTURE						
23										
24										
25										

Sales Argumentation

Benefit for Fiskars

QuikDrill™ could be the next break-through product like the weed puller!

- Garden drills extend the European Fiskars offering to a new product category and cannibalization of current ranges is minimal
- There are very few branded products on the market and we have an excellent opportunity to bring the Fiskars look and feel to the segment



Benefit for the trade

- Building additional sales that do not directly cannibalize current hand tool categories
- Optimised shelf space thanks to separate PlusPart blades
- The trade wish is to have a full range offering from one supplier. Most of current suppliers only have one item to offer (not several sizes to fill all needs)

Benefit for the consumer

- Currently we do not yet have a solution to all the tasks a consumer has in the garden, such as planting bushes in the midst of the lawn. The QuikDrill™ range fulfils these needs. It can be used in different *gardening* tasks and additionally as a handy tool in small *construction* projects, for instance when building fences.

THANK YOU FOR YOUR ATTENTION!



FISKARS®