

How to improve a cutting tool?

(The finishing of these bits is ever so smooth. It could not be achieved by traditional grinding.)

There are three elements in a good carbide cutting tool: (1) hard material, (2) smooth edge, and (3) resistance of chemical abrasion. Any improvement in the 3 areas will prolong the tool life. MaxxCoat, Popular Tools' unique diamond-like-carbon coating, combines all 3 elements in our solid carbide router bits.

- (1) Hard material– to make carbide router bits over carbon steel is simply because carbide is much harder than any alloy steel. With MaxxCoat being twice as hard than carbide, the coating makes our router bits work harder for you.
- (2) Smooth edge– the surface of the coated router bit, on the cutting edge as well as the flute, created by MaxxCoat is ever so smooth which can not be achieved by traditional method. Because of the low friction during cutting, much less heat is generated; achieving longer tool life.
- (3) Resistance to chemical abrasion– MaxxCoat shields the cobalt binder in the carbide from chemical attacks from the glue used in making MDF and particle board. Coated carbide tools do not break down prematurely.

Our MaxxCoat is similar to the technology applied on Gillette's Fusion shaving razors, but formulated to better suit for wood cutting application. In our tests, MaxxCoat treated router bits last 10 times longer than un-coated ones on average.

Many of our customers are skeptical, a few are worried that tools lasting too long will further reduce profitability during this economic down turn. The development in coating technology has made it possible for us to pass on the saving to you. For about \$20 extra (list price), your customers will save time and money, not to mention faster and cleaner cuts. Quality tools will always win in the long run. Call Anthony Ruffo for more information. (If you are not satisfied with these bits, we will fully refund your money immediately. No question asked.)



Router Type	Flute	Size	CEL	Shank	Overall	Item ID	List Price
Down cut	2 F	1/4	1	1/4	2 1/2	914DC21.02.5	\$40
Down cut	2F	3/8	1	3/8	3	938DC21.03	50
Up cut	2 F	3/8	1	3/8	3	938UC21.03	50
Compression	2+2	3/8	1	3/8	3	938CR21.03	65
Compression	2+2	3/8	1 1/8	3/8	3	938CR21.1253	66
Comp. Mortise	2+2	3/8	1	3/8	3	938CR21.03M	70
Compression	2+2	1/2	1 1/4	1/2	3	912CR21.253	86
Comp. Mortise	2+2	1/2	1 1/8	1/2	3	912CR21.1253M	87
Comp. Mortise	2+2	1/2	1 1/4	1/2	3	912CR21.253M	88

(more items to be added soon)

Call Anthony Ruffo
800- 610-7297 about
MaxxCoat router bits



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