

# Press release



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## Fresh impetus for generating new business

**PFERD Champions campaign continues – CC-GRIND tools provide USPs for retailers**



In keeping with the motto “PFERD champions – unique tools for any task”, PFERD runs annual campaigns that place the spotlight on special solutions with USPs for the B2B trade. “The campaign consistently gives our specialist trade partners key levers for generating additional sales and is a long-standing feature of our springtime promotional measures,” explains Dr Ina Terwey-Scheulen, Director Global Marketing & Product Management and **PFERDACADEMY**. “It’s not just the tools themselves which are unique, the retailers offering

them are also in a unique position as the products move the conversation away from the pressure of comparing price vs. performance.”

This year, PFERD will once again include two innovations in the campaign: the grinding discs CC-GRIND ROBUST and CC-GRIND VIEW. As the “Champion when it comes to stock removal”, CC-GRIND ROBUST is the modern, high-performance and ergonomic alternative to grinding wheels, flap discs and fibre discs. It features the VICTOGRAIN high-performance abrasive grain and thus offers users the highest stock removal rate and fastest work progress. The glass-fibre-reinforced plastic backer guarantees that it is just as durable and safe to use as a grinding wheel.

The CC-GRIND VIEW is based on the idea of the CC-GRIND ROBUST but additionally features six viewing windows that make the disc appear transparent as it rotates during the grinding task. As a result, the user can see the area of the workpiece being machined and can constantly monitor the grinding process – all without setting down the tool. Users reach their goal faster and with greater precision, which saves time and therefore costs. The backer of the CC-GRIND VIEW grinding disc is also made of glass-fibre-reinforced plastic.

Grinding discs from the CC-GRIND range are used for work on weld seams and for surface grinding, chamfering and deburring, as well as for levelling butt welds on various different materials. They are much lighter than traditional grinding wheels and feature an optimized ergonomic design. There is much less noise, vibration and dust when using the tool. A considerably superior surface quality is also produced. The slightly conical geometry of the grinding disc ensures optimum use of the abrasive grain. When compared against flap discs, the tool’s dimensional stability also enables it to achieve flat surfaces.

“We have already identified a high demand for these products,” says Terwey-Scheulen, “so we’re confident that we can once again offer retailers decisive impetus for generating new business this year.”

## Images



The champion when it comes to stock removal: the CC-GRIND ROBUST from PFERD



A modern, high-performance and ergonomic alternative to grinding wheels, flap discs and fibre discs: the CC-GRIND ROBUST from PFERD



Clear view, sharp finish: viewing windows guarantee maximum precision



Appears almost transparent during use: CC-GRIND VIEW from PFERD

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