

Application corner

How to Position and Sell MABI Tools Across Multiple Applications & Industries

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Renovation

What's the problem? Where's the opportunity?

Floor, wall and façade stripping forces contractors to use a range of equipment; electric or battery-powered tools are often compromised when working on floors and walls.

Need power to break heavy tile, stubborn adhesive, render or coatings? The tool is often heavy. Using it all day? Fatigue from bending, vibration and awkward working positions quickly becomes a problem.
Electric tools can also create site issues: long cable extensions, limited power access, dead batteries and overheating motors. Ride-on machines are productive in open areas, but cannot always reach edges, corners, walls, stairs, scaffolding or confined renovation spaces.

That is where MABI tools can make the ***most sense.***

MABI tools do not require a tow-behind compressor; at 10 cfm or less, they can be run on portable electric or gas compressors and yet offer the power of a 25 lb electric breaker at less than half the weight.

What's my angle?

MABI helps contractors strip floors, walls, façades, tile, adhesive, render and coatings with strong removal performance, less fatigue and better access.
Electric Breaker level power, without the weight, cable issues or access limits. ***Pneumatic power without the compromise.***

Which tools?
S36V1 Medium, 9 cfm, perfect for electric compressor and floors and walls
S38V2 short or medium for tough stripping and removal on walls and floors.
S38V2 Long where extra reach is needed for floor work.

See it in action



Michigan Pneumatic Tool