

SawStop A

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Price

The price varies between the different models, starting at \$1,500.00 to \$3,000.00 (depending on the model). Accessories can also be added raising the price. If we compare a saw stop saw to a Delta saw the difference in cost is \$300. The replacement for the blade once it has been used is \$60-\$90. **Thecasesolutions.com**

Consumers

Obviously saw stop is not meant for young children, it is meant for adults, particularly trades men. The SawStop has a very niche target market in this way.

How does the SawStop work?

SawStop's saws apply a small amount of electric current to the blade of the saw. When this current is changed a signal is sent to the saws break and results in stopping of the blade.

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Place

SawStop has hundreds of dealerships all over Canada and the United States. It does not have its own shop. If you would like to find a dealership look at www.sawstop.ca

Product

Saw stop has many different types of models, to fit everyone's need, from the contractor saw that can be utilized by an at home handyman for all purpose safety and mobility, to the industrial cabinet saw for maximum safety and performance for an industrial environment.

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What is SawStop?

SawStop is a saw that stops when any body part touches the blade, the blade is then forced back into the machine where it gets caught on the SawStop break in a fraction of a second.

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Competition

Sawstop is a unique product in its industry because it's patented saw stopping technology has not been adopted by other companies yet. Meaning that it does not have many competitors yet, which is why it's an easy product to market to the consumers.

Promotion

SawStop has a demo video where they test their product with the creators finger after performing some tests with hotdogs. The tool industry does not advertise as much because tools advertise themselves through their quality, and satisfaction of those who use them.

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SawStop: The only table saw that stops instantly on contact with skin
North America's #1 Cabinet Saw. Over 30,000 Sold

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STOP.



It's not if it
will happen, it's
when it will happen

According to Worksafe BC, from
2007 -2011 table saws accidents
cost a average \$16,418 per claim and
accounted for 65 days of lost work per incident.

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