



GLM165-25G Blaze 165ft Green Laser Distance Measurer

GLM165-25G

LAUNCH: 03/2021
MSRP: \$139



EASY-TO-READ COLORED BACK DISPLAY

Big numbers makes easier for reading results

RECESSED MEASURING BUTTON

Easy to reach and protect during storage

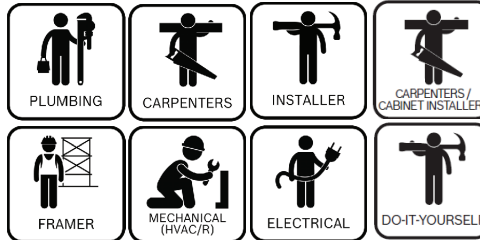
ROUNDING BUTTON
Provides easily rounded measurements

ROBUST CONSTRUCTION
This tool is IP65 rated and is able to withstand jobsite conditions

ACCURACY AND LONG-RANGE MEASURING
Provides accuracy up to $\pm 1/16$ In. and measures up to 165 Ft.

GREEN LASER BEAM
Better indoor laser visibility

SELLING STORY



Easy-to-Read Backlit Color Display

Illuminates numbers with distinct resolution, for work in low-light or no-light conditions

Rounding Button

Provides easily rounded measurements

Full rubber over mold housing

Protects every major impact point, with a design similar to a roll cage

30 SECOND ELEVATOR PITCH

This 165 Ft. green-beam laser measure is a fully featured tool with an easy-to-read color display, great accuracy and reinforced housing for durability. The Bosch BLAZE™ GLM165-25G uses green-beam technology, which generates a point/dot up to 4X brighter than standard red beams in indoor. The laser has accuracy up to $\pm 1/16$ In., plus it includes a rounding button that rounds the measurement to the fraction that best suits the application and haptic feedback for loud jobsites. The digital laser measure also offers an IP65 rating, and it has an ergonomic design for better grip. It includes 11 different measuring functions, including real-time length, length, area, volume and indirect functions, and addition/subtraction capability.

DEMOS

DEMO 1

TARGET USER/SETTING: Any trade that needs a measuring tape

DEMO GOAL: Show off easy to read display and exclusive rounding function

APPLICATION: Measure hard to reach objects and extended reach

EXAMPLE: Place the LDM in the ground and measure the distance up to the ceiling, explain that they user don't need a ladder or scaffolding. Measure again a surface in long distance and show how fast, precise and one person task it can be. Highlight the green beam dot visibility

DEMO 2

TARGET USER/SETTING: General Contractor

DEMO GOAL: Show off Rounding functions

APPLICATION: Adjust the fraction resolution / round results

EXAMPLE: Make a measurements and press Rounding button, show all options from $\frac{1}{2}$ up to $\frac{1}{32}$ and explain that different trades need different accuracies

THE COMPETITION

KEY DIFFERENCE:

Rounding function, Green beam, Big numbers, Haptic function

TARGET COMPETITOR:

DeWalt DW0165N

