



BRAND GUIDELINES

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BRAND ETHOS



BRAND STORY:

WORK SHARP IS THE KNIFE SHARPENING COMPANY

Work Sharp is a 4th generation, family-owned business with almost 50 years of sharpening experience built on the highest quality products, unparalleled customer service, and a passion for educating the knife owners (and makers) of the world. The Work Sharp team manta is rooted in our core values of love and respect, owning your experience, honesty and integrity, simplification, continuous improvement, and loving what we do, and it shows in our products, customer experience, and expert recommendations. Whichever way you choose to sharpen, Work Sharp has you covered with a superior sharpener for every way you want to sharpen the knives and tools you use.

WORK SHARP SHARPENERS are designed, calibrated, and quality checked right here in Oregon, by hard working Americans. Work Sharp tools are innovative sharpening solutions that deliver professional sharpness in your home, on your workbench, or in the field. Each product is designed to remove the mystery of sharpening and give users confidence to sharpen every knife they own.



TARGET CUSTOMER

PROFILE:

73% Male

42 Average age

84% Caucasian

75% sharpened knife or tool in P6M

22% Aware of Work Sharp

4-8 Number of non-kitchen knives owned.
(Uses them multiple times per week.)

50%+ Most already own sharpeners & use
monthly or more - mostly at home.

ATTRIBUTES:

Values family first

Works with hands

Has a workshop

Made in USA matters

Owens a lot of tools

Learned how-to from family. Plans to pass it down in turn.

Self-reliant. Handy. No need for handyman.

Has a big yard.

Will figure out how to do something new.

Value is more important than price.

HOBBIES:

Works on home

Work on car

Went fishing

DIY carpentry

Went hunting

Metal working

Gardening

Camping

Cooking

MEDIA:

Netflix

YouTube

Prime Videos

ESPN

Outdoor Channel

Discovery Channel

History Channel

TBS

TNT

NFL

MLB

NBA

Fishing

Field & Stream

Pop Mechanics

Outdoor Life

Hunting Mag

Funs & Ammo

SHOPS:

Amazon

Walmart

Hardware Stores

Outdoor Retailers

Home Centers

Manufacturer Sites.



MOOD BOARD



LANGUAGE

STONE

We are first and foremost sharpening experts and we talk like it. We use strong, direct language mixed with lighthearted, tongue-in-cheek humor, to connect with the customer.

Education messaging should speak to all skill levels, from a boy scout with his first knife to a seasoned knife maker.

We do not speak down to competitors. Instead, we acknowledge and justify our strengths.

CONSISTENCY

Common legal markings, and key terms in English, German, and French are available in the **STANDARDIZED LANGUAGE DOCUMENT:**

R:\Interdepartmental\Brand Guidelines\Standardized Lanugage.xls



EXAMPLE OF TONE

SHARP MATTERS. ARE YOU?

Put a dull knife into your pocket? Not a chance. Every knife guy knows the importance of a sharp knife, your legacy taught you this. It also taught you how to prepare so you can accomplish any cutting task the day throws at you. These skills are hard earned, but necessary. A sharp knife is an ingredient to success.

MESSAGING THEMES



#SHARPMATTERS

Sharp Matters is our effort to focus on the critical moments when a sharp knife or tool is needed. In the field, on the water or on the job, these moments happen often without thinking about them. We want to pause and realize these moments and capture the stories around them.

LEGACY / PREPAREDNESS / SUCCESS



LEGACY - WHAT DEFINES YOU

The traditions of your family set the foundation for who you are, the things you do, and how you do them. Your skills and sense of know-how are the result of generations of hard work, hard lessons, and great reward. Sharing those lessons, passing down the skills, and preparing the next generation for success is what defines your legacy, making it strong, enduring, and real.



PREPAREDNESS - WHAT DOES IT TAKE

Preparedness is what separates success from failure. It's mental, physical, and never the same twice. You've learned what it takes to be prepared, but that knowledge didn't come easy. It took yours of trial and error, building on the knowledge and success of your forefathers. Your legacy continues by your success, and your success depends on being prepared.



SUCCESS - WHY YOU DO IT

Success doesn't come easy. When you succeed, you know the struggle was worthy. Much of the value of success lies in the lessons learned to reach it. There's pride in that, and reward. A reward you pass down through stories, knowledge, and know-how - just as your father did and his father. Success proves your legacy. It's why you do what you do.



PRODUCTS

PRODUCT LINES



POWERED

Work Sharp's flagship products, they are unique in the market. The combination of flexible abrasive belts and power allows them to sharpen anything with an edge quickly. These sharpeners are favorites of knife makers, outdoorsmen, and tool users.



MANUAL

Work Sharp has a wide array of manual sharpeners. The benchtop subset harnesses traditional sharpening practices, offering complete control at the cost of time and skill. The field sharpeners are targeted for those who want to sharpen on the go, quickly. These are preferred by outdoorsmen.



CULINARY

The culinary line was created for the home chef and cooking enthusiast. These sharpeners were designed with countertop aesthetic and ease of use in mind.

OUR PRODUCTS

POWERED

- Knife & Tool Sharpener
- Ken Onion Edition
- Elite Knife Sharpener
- Combo Knife Sharpener



BENCHTOP SHARPENERS

MANUAL

- Angle Set Knife Sharpener
- Guided Sharpening System
- Whetstone Knife Sharpener
- Benchstone Knife Sharpener
- Guided Field Sharpener
- Pocket Knife Sharpener
- Micro Sharpener & Maintenance Tool
- Pivot Knife Sharpener
- Pivot Plus Knife Sharpener
- Pivot Pro Knife Sharpener



BENCHTOP SHARPENERS



FIELD SHARPENERS

CULINARY

- E5 Kitchen Knife Sharpener
- E2 Kitchen Knife Sharpener
- M3 Kitchen Knife Sharpener



CULINARY

KEN ONION PARTNERSHIP

Work Sharp partnered with legendary hall-of-fame knife maker Ken Onion to develop new, innovative sharpeners! The combination of Work Sharp engineering and Ken Onion's industrial design has created a fast, easy and stylish way to sharpen all your knives and tools with precision and repeatability.

[WATCH THE PARTNERSHIP VIDEO](#)



WORK SHARP®

KEN ONION





STYLE GUIDE

Download Logo and Font files at: [WORKSHARPTOOLS.COM/STYLE-GUIDE](https://www.worksharptools.com/style-guide)



LOGO FORMS

Download Logos at: WORKSHARPTOOLS.COM/STYLEGUIDE



PRIMARY



W LOGO



STACKED



PRIMARY NO-TAGLINE



W LOGO NO-TAGLINE



STACKED NO-TAGLINE



USE MOST OFTEN

USE LEAST OFTEN

LOGO USAGE

COLOR VARIATIONS

Legibility is the ultimate decider. Use white lettering on dark backgrounds. On amber backgrounds, use a black box with minimum clear space requirements.



*Black box padding is same as length of shortest spike on the “W”.

CLEAR SPACE

Maintain a distinct clear space around all logos. To scale clear space requirements proportionally to the logo, use the length of the middle spike of the “W” mark.



RESTRICTIONS

DO NOT SKEW



DO NOT SCALE TOO SMALL



DO NOT CHANGE TAGLINE



DO NOT CHANGE COLORS



COLORS

Set up documents in color space: Adobe RGB 1998, U.S. Web Coated (SWOP) v2

<p>PRIMARY AMBER</p> <p>PANTONE: 7409C LAB: 78, 17, 74 CMYK: 3, 32, 98, 0 DIGITAL: #fcb221</p>						<p>PRIMARY BLACK</p> <p>CMYK: 74, 66, 64, 74 DIGITAL: #242526</p>
<p>AMBER 75</p> <p>PANTONE: 7409C 75%</p> <p>CMYK: 0, 24, 72, 0</p> <p>DIGITAL: #fcc560</p>	<p>AMBER DARK</p> <p>CMYK: 11, 44, 100, 0</p> <p>DIGITAL: #ce9628</p>	<p>AMBER GRADIENT</p> <p>COLOR 1: Amber</p> <p>COLOR 2: Amber 75%</p>	<p>BLACK GRADIENT</p> <p>COLOR 1: 74, 66, 64, 74</p> <p>COLOR 2: 67, 60, 59, 45</p>	<p>BLACK DARK</p> <p>CMYK: 75, 66, 67, 82</p> <p>DIGITAL: #171a19</p>	<p>GREY 90</p> <p>CMYK: 0, 0, 0, 90</p> <p>DIGITAL: #444444</p>	
<p>GREY 70</p> <p>CMYK: 0, 0, 0, 70</p> <p>DIGITAL: #777777</p>	<p>GREY 50</p> <p>CMYK: 0, 0, 0, 50</p> <p>DIGITAL: #999999</p>	<p>GREY 30</p> <p>CMYK: 0, 0, 0, 30</p> <p>DIGITAL: #bebebe</p>	<p>GREY 10</p> <p>CMYK: 0, 0, 0, 10</p> <p>DIGITAL: #dddddd</p>	<p>OFF WHITE</p> <p>CMYK: 2, 1, 1, 0</p> <p>DIGITAL: #f9f9f9</p>	<p>WHITE</p> <p>CMYK: 0, 0, 0, 0</p> <p>DIGITAL: #ffffff</p>	

FONTS

Aa

INDUSTRY

Primary headline font. This is a centerpiece of Work Sharp's brand identity.

Ultra Italics

Black Italics

Bold Italics

Aa

DIN Next LT Pro

Used for body copy. Can switch between regular width and condensed.

Light

Condensed

Bold Condensed Italic

Condensed Italic

Aa

Open Sans

Used as a replacement to DIN for body copy on the Work Sharp website.

Light

Light Italic

Bold

Aa

Factoria

Used on a secondary language on all international media.

Book

Bold

TYPE HIERARCHY

HEADING 1

Industry Ultra Italics
Line-height: 100%
Tracking: 0
All Caps

HEADING 2

Industry Black Italics
Line-height: 100%
Tracking: 50
All Caps

HEADING 3

DIN Next LT Pro Bold Cond
Line-height: 110%
Tracking: 50
All Caps

HEADING 4

Industry Bold Italics
Line-height: 100%
Tracking: 150
Size: Match paragraph
All Caps

Heading 5

DIN Next LT Pro Bold Cond
Line-height: 110%
Tracking: 50
Sentence Case

Paragraph

DIN Next LT Pro Light
Line-height: 120%
Size: 9-17pt
Tracking: 50

Paragraph Cond

DIN Next LT Pro Cond
Line-height: 120%
Size: 6-17pt
Tracking: 50

Paragraph Bold

DIN Next LT Pro Bold Cond
Line-height: 120%
Size: Match paragraph
Tracking: 50

EXAMPLE

HEADLINE

THIS IS A SUB HEADER

This is a body paragraph with an [INLINE LINK HERE.](#) Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto.

THIS IS A SUB-SECTION TITLE

And here is another paragraph. Switching to Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

THIS IS A SECTION TITLE

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto.

This paragraph has a bold start. Odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

CALL TO ACTION

WORKSHARPTOOLS.COM

MULTILINGUAL TYPE SCHEME

Standard multilingual media includes English, German, and French. Each language uses a unique font set to make each language easy to locate and read.



LANGUAGE

English

German

French

FONTS

INDUSTRY BOLD ITALICS

Din Next LT Pro Light

FACTORIA BOLD

Factoria Book

DIN NEXT LT PRO BOLD ITALICS

Din Next LT Pro Light Italics

EXAMPLE

KNIFE & TOOL SHARPENER

Sharpen every knife you own with angle guides and flexible abrasive belts. Also sharpens scissors and many other bladed shop and garden tools.

MESSER- UND WERKZEUGSCHLEIFGERÄT

Schärfen Sie jedes Messer mit eigenen Winkelführungen und flexiblen Schleifbändern. Schärft auch Scheren und andere Werkzeuge für Werkstatt und Garten.

AFFÛTEUR DE COUTEAUX ET D'OUTILS

Affûtez chacun de vos couteaux à l'aide de guides angulaires et de courroies abrasives souples. Affûtez également les ciseaux et beaucoup d'autres outils de jardinage.

TYPE ELEMENTS

Defined UI elements can apply to print media at the digression of the designer.

BUTTONS

Hover and active states drop to 50% opacity. Use same styling for headings to add extra emphasis.

PRIMARY: Use as default call to action in each view. Use for buy buttons.

AMBER 1

BLACK 1

GHOST: Use to link to second-choice call to actions in each view.

AMBER 2

BLACK 2

IN-LINE LINKS

STATIC: Match heading 5 with 2px underline in same color as text.

CLICK HERE

HOVER: Change underline to amber. Transition .3 seconds.

CLICK HERE

ACTIVE: Sames as hover with 50% opacity

CLICK HERE

FEATURE CALL-OUTS

Use as overlay on photography or line-art to highlight feature or place of interest.



DIVIDER

Aspect ratio of 1:10. Use to inject accent color under heading. Line not to be wider than heading text directly above.

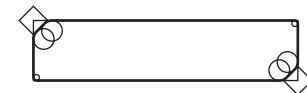
HEADING

Lorem ipsum dolor sit amet, adipiscing elit...

SHAPE ELEMENTS

Use for boxed text elements or color elements as a structural element.

TEXT





IMAGERY

CATEGORIES



PRIMARY HERO



ALTERNATE HEROES



FEATURE OVERVIEW



FEATURE FOCUS



PACKAGING



LINE ART / ILLUSTRATIONS



IN USE



NON-PRODUCT LIFESTYLE

IMAGE KIT CONTENTS

The Work Sharp image kit will include each of the following image types for each product. It is the responsibility of the creative team to capture and curate the kit library for the use of the internal team, influencers, and retailers.

FILE NAMING STANDARDS:

[Product Name] - [Photo Type] [Sequence #] . [file type]

EXAMPLE: Pivot Pro - Hero 1.jpg

PRIMARY HERO productname-hero-1.jpg	3000x3000	Editable PSD, JPG, PNG	White BG, Silhouetted	1-2 angles	Used as default image on ecommerce platform and catalog. Product should fill 1:1 canvas. Include light drop shadow to ground the product.
ALTERNATE HEROES productname-althero-1.jpg	Full Crop 3000x3000	JPG	Lifestyle	2-4 angles	Used for ecommerce pages, web banners, and ads. Capture with negative space on all sides to allow for content overlays on future marketing materials.
IN USE productname-use-1.jpg	Full Crop 3000x3000	JPG	Lifestyle	Overhead, over-shoulder, reverse view of primary applications	Used for ecommerce pages, web banners, and ads. Capture with negative space on all sides to allow for content overlays on future marketing materials.
FEATURE OVERVIEW productname-feature-1.jpg	Full Crop 3000x3000	Editable PSD, JPG	Lifestyle	Re-use alternate hero	Used on ecommerce pages and A+ images. Re-purpose an alternate hero and add graphic overlay pointing to each feature. Use split screen as needed.
FEATURE FOCUS productname-feature-2.jpg	Full Crop 3000x3000	JPG	Lifestyle	1-2 angles, can be a hero or in use	Used on ecommerce pages. Use graphic overlays to convey feature and benefit as necessary.
PACKAGING productname-packaging-1.jpg	2000x2000	JPG	White BG	1-2 angles	Used for B2B materials.

LIFESTYLE PHOTOGRAPHY

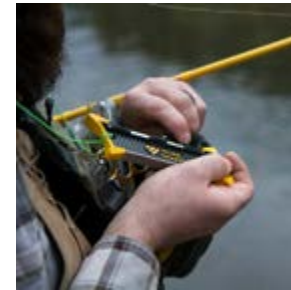
- Be authentic to the lifestyle that is being captured.
- No blood. Be discrete if showing a dead animal.
- Place product in locations that they would naturally be used (do not place a sharpener on a dead animal during a trophy photo).
- Not overtly gun-focused.
- Product may look used/dirty but not broken.
- Only use products as they are meant to be used.



Location shoots are not easily repeatable. When shooting lifestyle leave negative space around the subject to allow for different crops as the photo is used for various purposes.

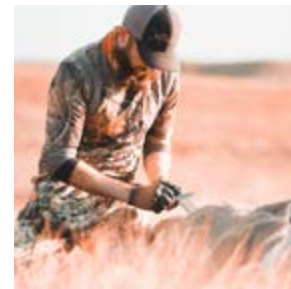
PRODUCT-FOCUSED

Product-focused photos should show product in its intended environment and uses. These photos should allow a customer to connect the product to their own lives and see how it could benefit them. Product does not need to be pristine.



NON-PRODUCT

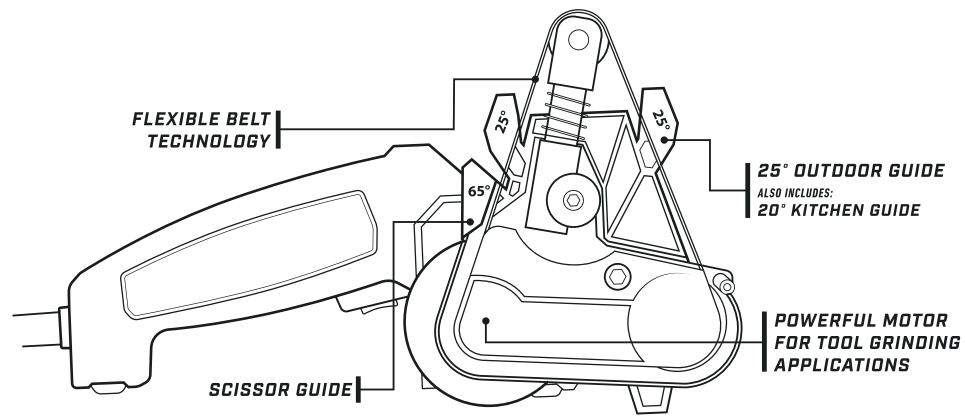
Non-product photos should be associated with the lifestyles defined in defined customer channels (hunt, fish, home DIY, auto, first-responder, farm and ranch, bush craft, camp and hike). Focus on preparedness, legacy, and success or the moment where sharpness matters most.



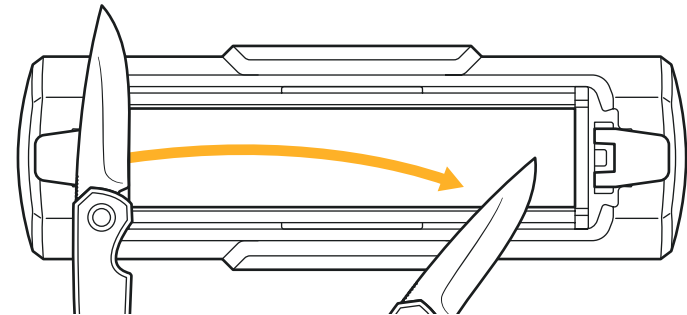
LINE ART

Line art illustrations are used as a stylistic education purposes. Common placement includes the back panel of packaging and all graphics in user's guides.

PRODUCT BOX ILLUSTRATIONS



USER'S GUIDE ILLUSTRATIONS





VIDEO



CATEGORIES

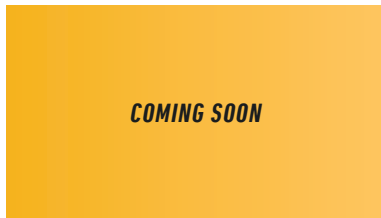


PRODUCT FOCUS

< :15
< 1:00

Product page, Social

Required for each product at launch. Videos center around a semi-scripted interview with annotated b-roll to show product features and benefits in 15 and 60 second edits. Videos should align with respective product photography.



EDUCATION SERIES

< 20:00
< :30

YouTube, Social, Blog

The centerpiece of the education initiative. Each installment includes a 3-20 minute video with on-camera personalities discussing a topic at length and a 30 second edit used as teaser on social.



STORYTELLING

TBD

Social, Landing Page

Story telling videos vary greatly based on the prompt. Let the story, audience, and amplification plan determine duration and resource requirements.



DIRECT-TO-CAMERA TRAINING

< 10:00

Landing pages for retailers,
Expert Voice

Created as retailer trainings but can be used for end users. Videos center around an unscripted monologue by in-house expert to convey the information in the clearest way possible.



PRE-ROLL

< :15

YouTube Pre-roll, Social

Pre-roll are viewed prior to other video content. Video must capture attention and leave a brand impression within the first 5 seconds. Use audio and engaging visuals to capture attention and hold it.








PRODUCT VIDEOS

INTERVIEW

Product videos use a central interview to drive the narrative and act as a VO during b-roll. Interviews should be loosely scripted but allow the product expert to talk about each topic in their own words. Aim for the feeling of a casual conversation. Capture the interview with 2 cameras. Switch cameras to splice words or keep a long shot from getting stale.

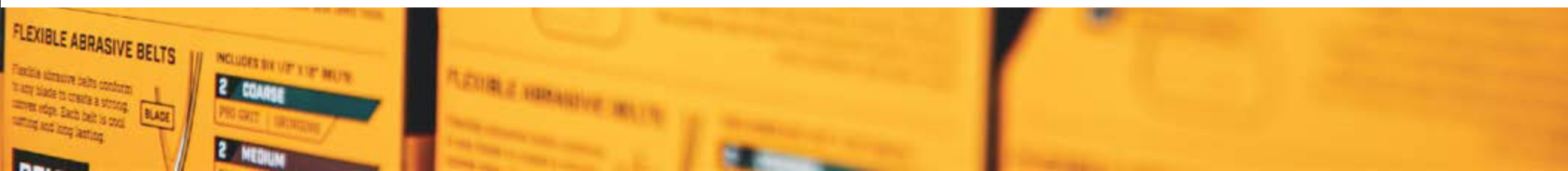
B-ROLL

Use b-roll footage of the product to show the what is being said in the interview. Use motion graphics and text overlays to further illustrate a topic. The video should be at least 50% b-roll footage.

	Intro Bumper	:02
	Pan/slide into product in environment. Overlay product name. Music begins.	:04
	Interview 1-2 cuts. Use lower 3rd. Answer "why does this product exist?"	< :10
	Discuss primary use with b-roll overlay.	< :10
	Run through each feature/benefit. Mix interview with b-roll when switching topic.	< :35
	Interview footage showing closing statement about product.	:05
	Outro Bumper. Music ends.	:04



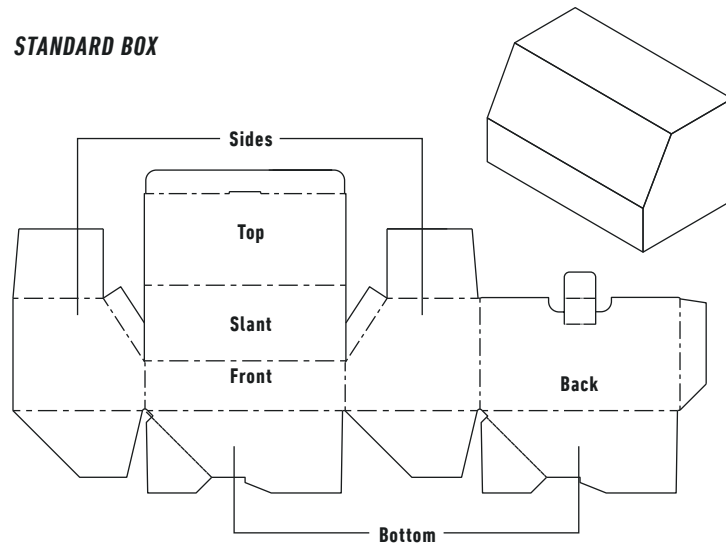
PACKAGING



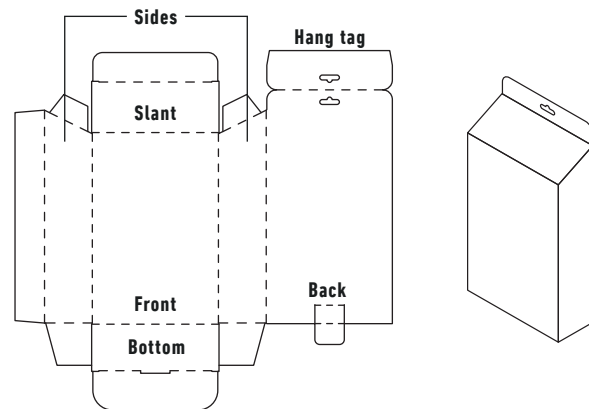
BOXES

Boxes hold larger products, accessories, and belt kits. Standard boxes are meant to set on shelves and stack. Boxes with hang tags are should fit on a peg wall or set on shelf.

STANDARD BOX



BOX WITH HANG TAG



MATERIALS / STRUCTURE

Box design to include a slanted front panel ranging between 30° and 50°. Boxes without hang tags should retain ability to stack.

Default material is 350GSM E Flute cardboard. Change depending on product weight.

Use 1-2-3 Bottoms on all boxes.

Do not include a window.

BOX CONTENTS

FRONT + SLANT: Include hero image of product, product name, SKU, and logo.

TOP: Include 3 key features, logo. This will go on the slant on boxes with hang tags.

BACK: Include line-art product diagram showing features, what product sharpens, key benefits* and any other applicable info*.

SIDES: Flood amber. Standard boxes include feature details. Use two-tone in-use photograph if space allows.

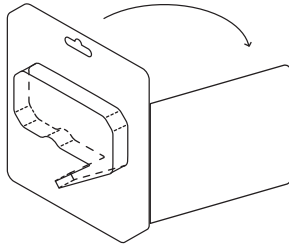
BOTTOM: Include UPC, legal, part number, rev, and company info. Place on back panel on hang tag boxes.

IF APPLICABLE*: include demo call-out (URL), KO partnership, surprise & delight content on hidden tabs.

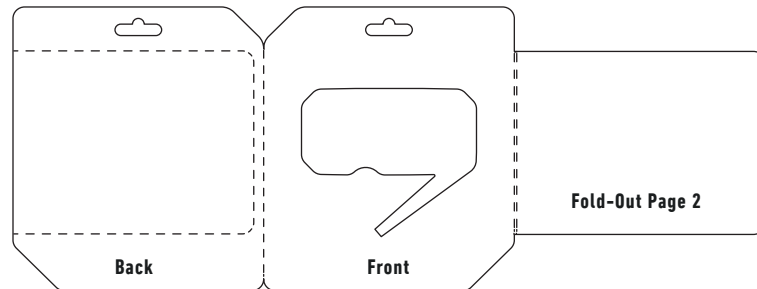
* As space allows

CLAMSHELLS

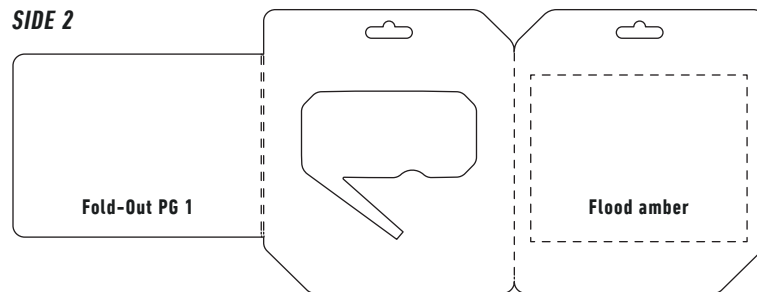
Clamshell packaging holds smaller, lighter products. The product is visible through a clear plastic shield. Clamshells will be merchandised on peg walls or in merchandiser racks.



SIDE 1



SIDE 2



MATERIALS / STRUCTURE

Default to display the product proud on the backer-card. If center of balance does not allow, product can be suspended in the backer-card.

Use a fold-out to include user's guide.

Try to consolidate height and width of backer-cards for uniform product lineup.

Use optical clear plastic to avoid tints.

Set hang tag to avoid skew when hanging on peg wall.

For proud displays, flood inside backer-card amber to highlight product.

BOX CONTENTS

FRONT: Include product name, SKU logo, and short description key features*.

BACK: Include what product sharpens, feature call outs*, key features*, UPC, legal, part number, rev, and company info.

FOLD-OUT: Include line-art product in-use diagrams, walk through sharpening process, link to more info online, feature call outs*, ask for review*.

* As space allows

ON-BOARD COLLATERAL

Each product will include everything a customer needs get successfully use their product.



USER'S GUIDE

Long form printed media that details all features, applications, and techniques of a product. Safety markings are required at the beginning of the document. Can take the form of a bound booklet or folded paper.



QUICK START GUIDE

Simple steps to get from dull to sharp. Do not discuss each feature or use case. 75% of content is focused on process. 25% is focused on technique.



ASK FOR ACTION CARD

Include a piece of media that will drive a customer to a desired action (review, survey, warranty registration, etc.) This is a chance for surprise & delight and add value after purchase.

WORK SHARP.
HARPENERS

GET FREE SHIPPING ON ORDERS OVER \$50

SHOP NOW + SUPPORT

SHARPEN EVERY KNIFE
YOU OWN

DEEP SHARPENING

WORK
SHARP

WEB DESIGN



WEB STANDARDS

SITE GOAL

WorkSharpTools.com exists to educate customers about our products and sharpening as a whole, offer legitimacy to our brand and products, and offer customers an option to purchase directly from Work Sharp.

RESPONSIVE

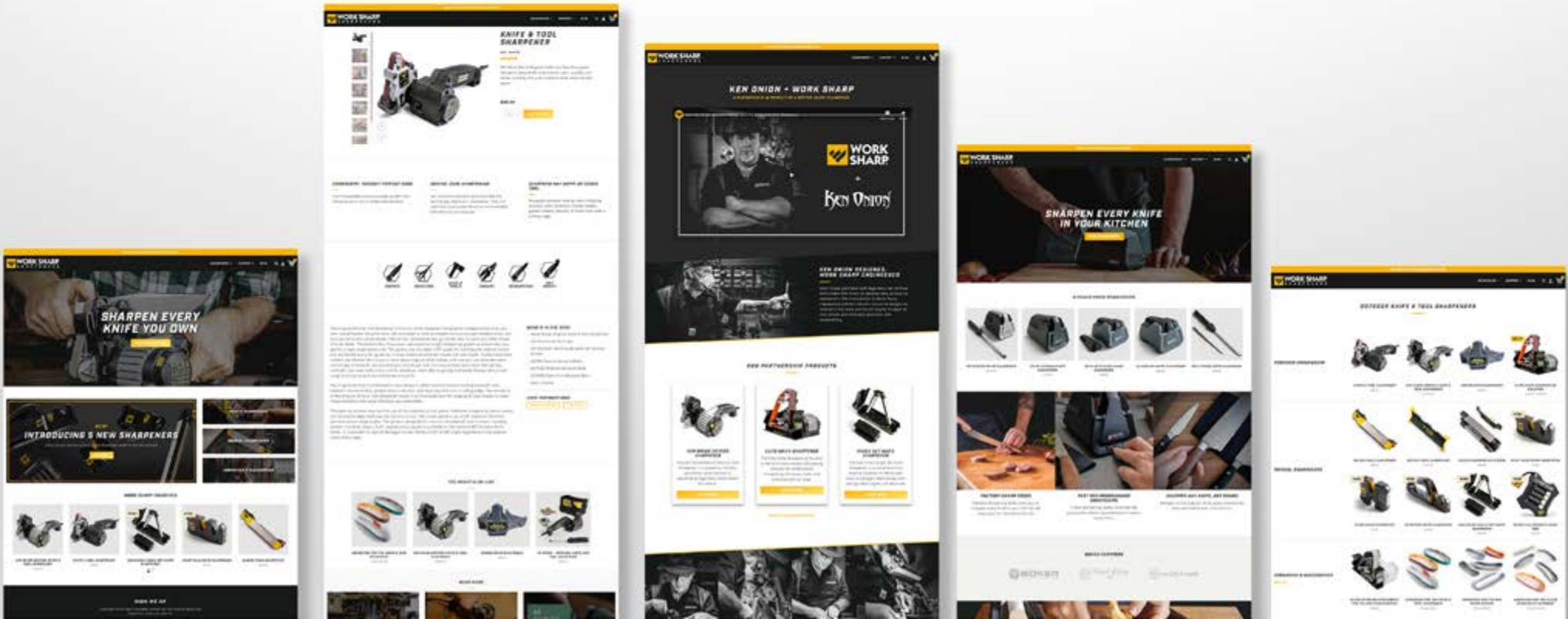
Traffic is split between desktop and mobile. All pages should be created with both screen sizes in mind.

PLATFORM

The Work Sharp website is built on the Wordpress WooCommerce platform using Flatsome theme. Flatsome uses a page builder called UX Builder.

UX Builder can be used for posts, pages, UX Blocks (custom modules), and the core content block on product pages. The builder is equipped with layout blocks, content structural tools, and links to the product catalog and blog.

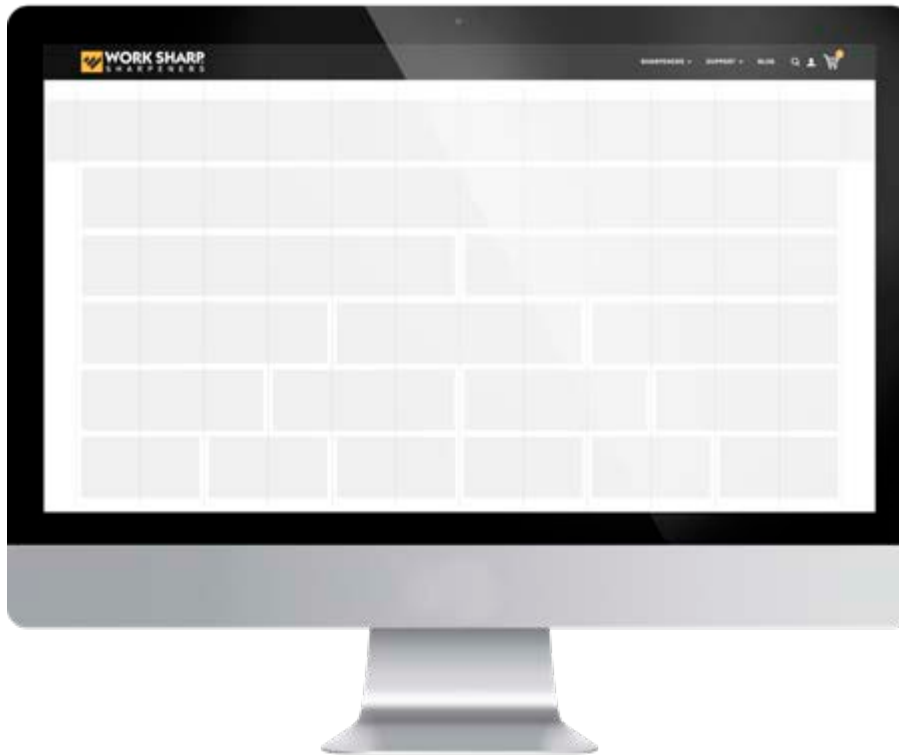
For advanced page builds, add custom HTML and inline CSS in the text block tool or in the base Wordpress UI.



PAGE STRUCTURE

DESKTOP

- The Flatsome theme uses a full-width 12 column layout by default.
- Only use full-width for banners and section backgrounds.
- Set container (row) to max-width of 1600px or 1440px.
- Long-form copy should be under 720px wide for better legibility.



FULL WIDTH
1 COLUMN
2 COLUMN
3 COLUMN
4 COLUMN
6 COLUMN

MOBILE

- Use full width for banners and imagery.
- Use side-scroll for 3+ column blocks that do not stack well.



FULL WIDTH
1 COLUMN
2 COLUMN
SIDE SCROLL

PRODUCT PAGE CONTENT

PHOTOGRAPHY - Primary hero, feature call-out, 1 alternate hero, 2-4 in use.

APPLICATIONS - Use hex icons with annotation for each sharpening application.

LONG DESCRIPTION - Explain all features, benefits, and purpose in long form.

RELATED PRODUCTS - Include replacement abrasives, upgrades, & up-sells.

REVIEWS - Moderate as necessary, maintaining the integrity of the feedback.



SHORT DESCRIPTION - single sentence answering: what is this product?

TOP FEATURES - Short headline and 1-2 sentences on the top 3 features.

BOX CONTENTS - List all pieces that are included in the box.

INSTRUCTIONS - Link to PDF of user's guide. Open in new tab.

ATTRIBUTES - Maintain consistency across all products for easier comparison shopping.

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