



# TiiGER<sup>®</sup>

## Utility Post Hole Diggers with Sectional Fiberglass Handles

- DG-PD10 - 10' Split Handle Utility Post Hole Digger
- DG-PD12 - 12' Split Handle Utility Post Hole Digger



# Primary Intent



- Eliminate the barrier to sales and end user availability by providing linemen and other utility professionals with a robust, split handle style digging tool, utilizing a sectional handle design allowing for economical shipping with no excessive length surcharges.

<b>Target</b>	
<b>Markets</b>	<b>Utility</b>
<b>Competitor:</b>	<b>Peavy, OskKosh, Hisco, etc...</b>
<b># SKUs:</b>	<b>2</b>
<b>List Price:</b>	<b>DG-PD10: \$356.00 Post Hole Digger 10'</b>
	<b>DG-PD12: \$366.00 Post Hole Digger 12'</b>
<b>Target Launch:</b>	<b>Oct-24</b>





# Features and Benefits



- Industry first sectional design allows for compact shipping for huge savings!
- Split-handle style mechanism for functionality at greater depths.
- Ergonomic rubber grips for comfort and control.
- Steel couplings with reinforced core for increased handle rigidity.
- Light weight, high strength fiberglass handles.
- Robust, sharp blades to easily cut through tough soil.



# FAQs

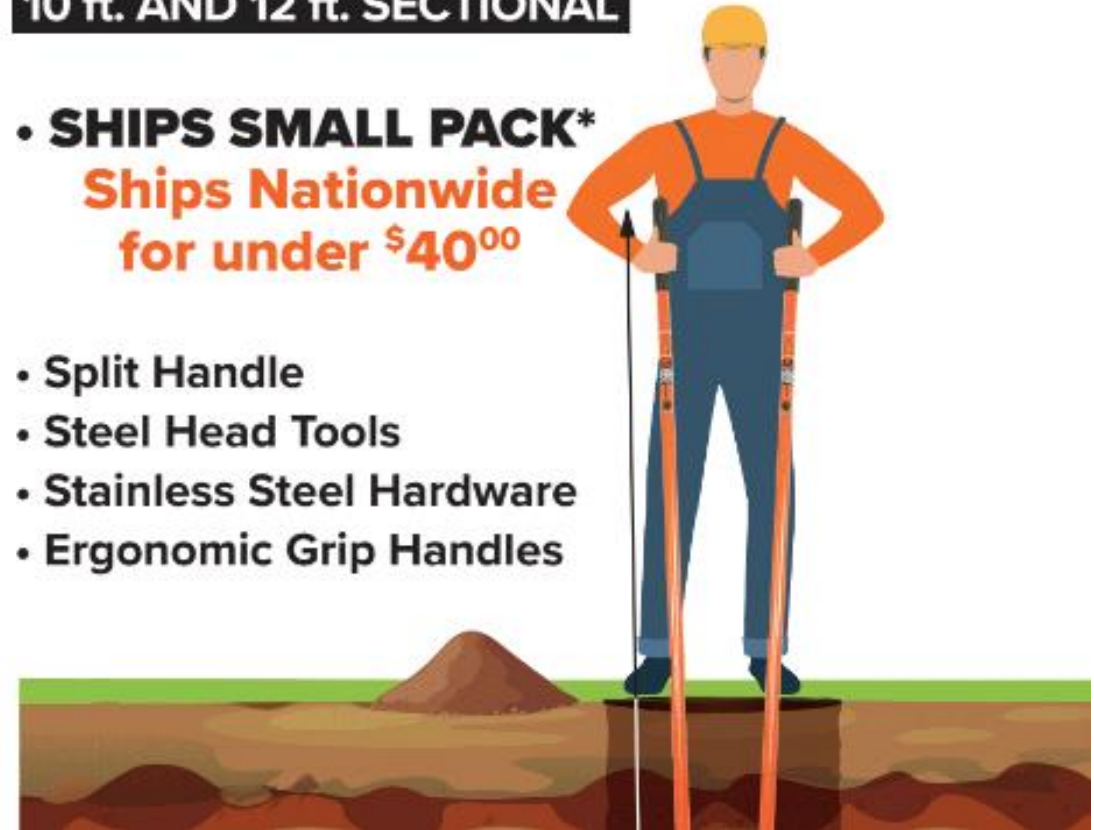


- What are the shipping dimensions?
  - The shipping box is 74" x 8" x 8" and weighs in at 22-23lbs pending 10' or 12' variants.
- What surcharges are avoided compared to products currently available on the market?
  - Excessive length surcharges may exceed \$200+ for domestic shipping. The Tiiger Split Handle Utility Post Hole Diggers avoid these surcharges.
- How is handle stiffness maintained with a sectional handle design?
  - The handle design utilizes steel couplings with pole cores to support the union from both the inside and outside of the fiberglass pole section.
- Why use a split handle design?
  - The bypass action of the split handle design allows for greater opening and closing of the digging jaws with smaller angular movements of the handles compared to standard post hole diggers.

## SPLIT HANDLE, UTILITY POST HOLE DIGGER 10 ft. AND 12 ft. SECTIONAL

- **SHIPS SMALL PACK\***  
**Ships Nationwide**  
**for under \$40<sup>00</sup>**

- Split Handle
- Steel Head Tools
- Stainless Steel Hardware
- Ergonomic Grip Handles

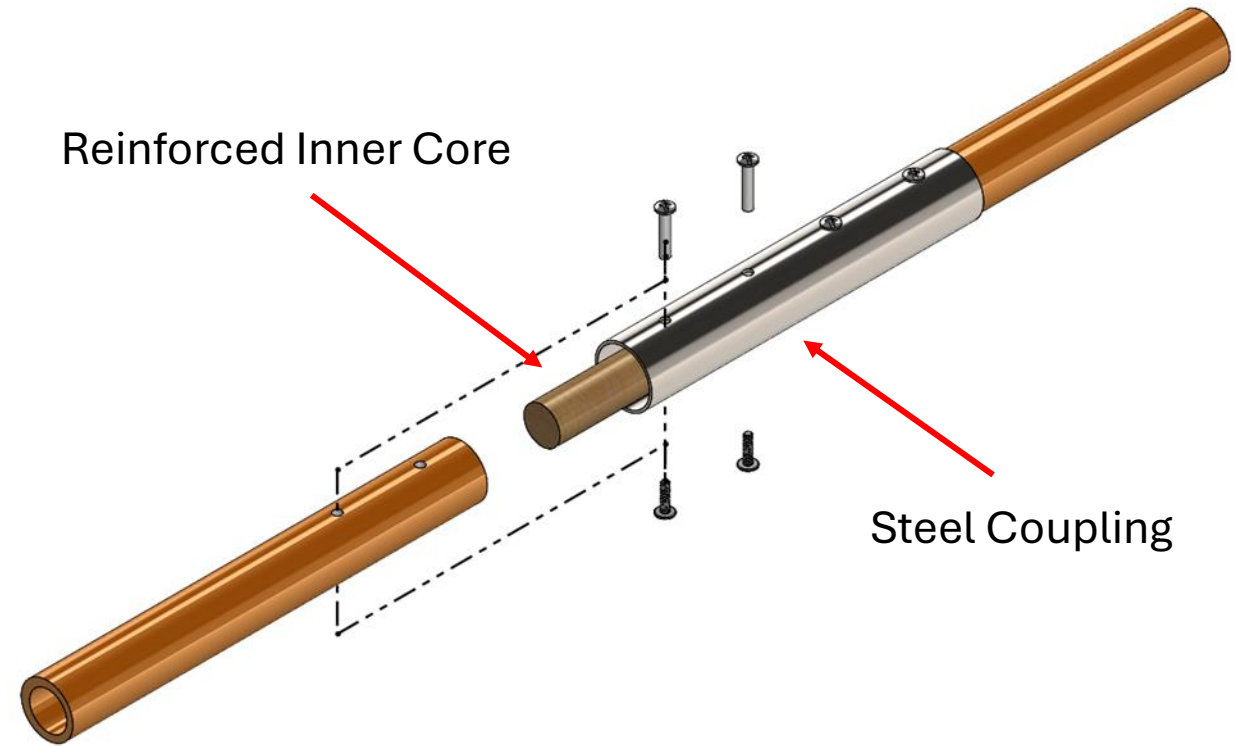


# Handle Design



## Assembly Process

- Insert the extension pole into the bottom pole, making sure holes in the pole align with the holes in the steel tube.
- Push in until the holes are aligned.
- Insert the barrel from one end and the bolt on the other end. Start the bolt by hand.
- Using a Phillips #2 screwdriver for each, tighten respective hardware.
- Tools to be included



# Split vs Solid Handle



- Split handle offers greater function at depth due to reduced angular movement of handles.
- Function through opposite directional movement than solid handle.
- No advantage for either relative to total length.
- No advantage for either relative to strength.

Split Handle



Solid Handle





# Competitive Landscape



- Peavy and OshKosh are the benchmark
- Almost indistinguishable from each other
- Utilize single-piece wooden handles
- No opportunity to avoid shipping fees, even if shipped with head removed
- Offer split handle style mechanism and solid handle style mechanism.
  - Split handle is most common
- Both utilize similar head geometry and blade design



# Competitive Landscape



Spec	Tiiger		Peavy		OshKosh	
SKU	DG-PD10	DG-PD12	TE-015-120-0CED	TE-015-144-0CED	2050-10	2050-12
Name	PHD 10'	PHD 12'	10' Split PHD	12' Split PHD	10' Split PHD	12" Split PHD
Head Style	Split	Split	Split	Split	Split	Split
Handle Material	Fiberglass	Fiberglass	Wood	Wood	Wood	Wood
Shipping Length	74"	74"	120"+	144"+	120"+	144"+
Excessive Length Surcharge	No	No	Yes	Yes	Yes	Yes
Surcharge Cost*	N/A	N/A	~\$200	~\$200	~\$200	~\$200
Market Price	\$356.00	\$366.00	\$220-\$300	\$240-\$325	\$237-\$345	\$243-\$370
Total Price**	\$356.00	\$366.00	\$420.00+	~\$440.00+	\$437.00+	\$443.00+

\*Surcharge can vary based on delivery zones and commercial vs residential

\*\*Freight to destination not included





# Competitive Landscape



- Actual shopping cart from one of our partner distributors
  - Flat-rate \$400 shipping
- Compare to DG-PD10
  - \$356.00 Tool
  - ~\$40.00 Shipping
  - \$396.00 Total End User Price

1 Peavey 10' Split Handle Post Hole Digger - TE-015-120-0CED \$300.00

Discount code or gift card

Subtotal	\$300.00
Shipping ⓘ	\$400.00
<b>Total</b>	USD <b>\$700.00</b>

# Value Proposition



- The Tiiger Split Handle Utility Post Hole Diggers are a robust and durable tool possessing an industry first sectional handle design.
- This novel design allows for compact shipping at a fraction of the cost of competitive product by avoiding excessive length surcharges.
- These surcharges, which may have been greater than the actual cost of the tool, created a barrier to sales and limited availability of product to many end users.
- Avoid these surcharges with the Tiiger Split Handle Utility Post Hole Diggers!



# COMING SOON



# TiiGER®



DG-SH10	Shovel 10 ft.
DG-SH12	Shovel 12 ft.



DG-ES10	Eastern Spoon 10 ft.
DG-ES12	Eastern Spoon 12 ft.



DG-TM10	Tamper 10 ft.
DG-TM12	Tamper 12 ft.



DG-WS10	Western Spoon 10 ft.
DG-WS12	Western Spoon 12 ft.

## Thank You