

DYK #9: Competitor Cards (Intl)

Did You Know... the Competitor Cards that you've seen before in presentations have been updated! They now include IPCO's X4 and X1 plugs and their Smart Ram knock-off, the Easy Electric, aka "Dumb Ram." For those APAC Sales Partners, stay tuned because we'll be covering these next week – looking forward to seeing you!

IPCO Easy Electric

"Dumb Ram"

- Unauthorized after-market modification to Milwaukee punching tool (M18 HKP)
- Warrantee voided due to unauthorized changes to base product
- Very difficult to remove Breakaway – sits recessed inside Plug Positioner
- Kit includes:
 - 2 batteries, charger, Pull Rod, Positioning Washer, Positioner, brushes
- 2.0 Ah battery compared to Smart Ram 3.0 Ah battery
- TWO STROKES required for some larger expansion ranges:
 - IPCO Easy Electric stroke: 1-1/8" (28.6mm)
 - EST Smart Ram stroke: 1-9/16" (39.7mm)
- No "smart" functionality – cannot communicate with any external devices
- No digital display, no Pull-To-Pressure capabilities
- No IPCO instructions; only Milwaukee punching tool instructions
- No drop protection (split ring installed on SR body for drop protection)
- Positioning Washer falls out easily; easy to lose parts
- ~€ 3,130 compared to EST Smart Ram € 3,963 (2024 pricing)



Full Deck: [IPCO Easy Electric](#)

	Smart Ram	IPCO Ram
Lightweight	✓	✓
Ergonomic	✓	✓
Ram Instructions	✓	✗
Pull-to-pressure	✓	✗
Drop Protection	✓	✗
Smart Function	✓	✗
3.0 Ah Battery	✓	✗
Single Stroke	✓	✗
Warrantied	✓	✗



Please see the attached PowerPoint and use as a reference for a general overview of some of our competitor's products. You'll see some specifications, pricing, pressure capabilities, and some issues users may experience compared to Curtiss-Wright EST Group Products. Please use these as a reference for your own use. These cards are best used as talking points. We would rather not send them to customers/prospects or leave copies, as these cards could then easily end up in our competitor's hands, which we do not want!

If you have any additional information on competitors or competitive products to share, please let me know – knowledge is power. As always, stay hungry and happy hunting!