




PRODUCT

PRODUCT LINE-UP

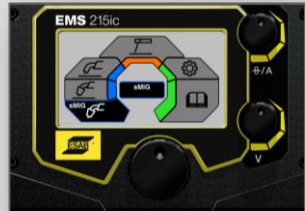
Models	Primary Target Customer/Application	Process Accessories	Options
<p>EMP 215ic TFT</p> 	<p>Multi-Process (sMIG, MIG, FCAW, TIG, Stick, 6010)</p> <p>Shop/field welding</p> <p>General Fabrication, MRO, Contractor, Rental</p>	<p>TWECO MIG gun Electrode holder TIG torch</p> <p>VICTOR Gas regulator</p>	<p>Spool Gun Basic cart, Single & Dual cylinder carts</p>
<p>EMS 215ic TFT</p> 	<p>Dual-Process (sMIG, MIG, FCAW, Stick, 6010)</p> <p>Field welding</p> <p>Construction, Farm, Pipe, Rental</p>	<p>TWECO MIG gun Electrode holder</p> <p>VICTOR Gas regulator</p>	<p>Spool Gun Basic cart & Single cylinder cart</p>
<p>EM 215ic LED</p> 	<p>MIG only (sMIG, MIG, FCAW)</p> <p>Simplicity</p> <p>Light fabrication, Auto, HVAC</p>	<p>TWECO MIG gun</p> <p>VICTOR Gas regulator</p>	<p>Spool Gun Basic cart & Single cylinder cart</p>

Different solutions for different end-users!

INDUSTRY LEADING COMPETITIVE PACKAGES



REBEL EMP 215ic – What's in the Box



PODS UNIQUE SELLING POINTS



Unique Selling Points of REBEL Products

First true, best in category, multi-process machine in MIG, Flux-cored, Stick, and TIG performance

Exclusive sMIG (Smart MIG), learns and continuously adapts to the operator's welding technique

Exclusive on-demand display of user manual & listing of spare parts, in multiple languages

**51% larger viewing area in its category
77% greater pixel density**

Unique, 5-handle roll-cage industrial design

Steel housing for durability

Rebel, an inverter-based power source

Rebel Provides These Benefits

**Excellent MIG especially in sMIG
Exceptional stick, superior 6010 performance at 120VAC input
TIG down to 5 amps
90 V to 270 V input, Generator compatible**

Provides a stable arc, and superior repeatable welds

**Display parts for ordering
Display user manual to learn product usage
Display in language they are comfortable with**

Larger display makes it easy to read with clarity

**Ease of portability
Protects panels
Robust & durable**

Rebel saves energy cost

Game Changing Exclusive Features!

UNIQUE SELLING POINTS



Unique Selling Points of REBEL Products

First true, best in category, multi-process machine in MIG, Flux-cored, Stick, and TIG performance

Excellent 6010, and TIG down to 5 amps
120-230 V input voltage and generator compatible

Exclusive sMIG (Smart MIG), learns and adapts to the operator's welding technique to provide a stable arc, and superior repeatable welds

Exclusive on-demand display of user manual & listing of spare parts, in multiple languages

51% larger viewing area in its category makes it easy to select process & parameter settings, 77% greater pixel density

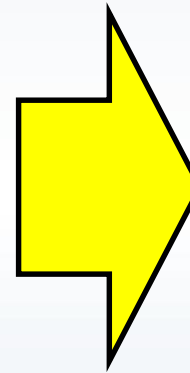
Unique, 5-handle roll-cage industrial design for portability and protects panels

Steel housing for durability

Rebel, an inverter-based power source, saves energy cost

Value Proposition,
Emotional Benefit

***REBEL – Weld with
Confidence***



- Take on any job in MIG, Stick or TIG
- Easy to carry around
- Weld any base metal – mild steel, aluminum, stainless steel, alloys
- Can handle voltage fluctuations from 90 to 270 VAC input voltage
- Generator compatible

Game Changing Exclusive Features!

EMP215IC

FEATURES / BENEFITS

True Multi-Process
Performance

sMIG
Smart Technology

4.3" LED/TFT
Display

Superior 120V
Performance

VICTOR
AN ESAB® BRAND

TWECO
AN ESAB® BRAND

5 Handle Roll Cage
Design

Multi-Voltage
90V-270V



Heavy-Duty
Construction

Weld Anywhere.....With Confidence!