

## PRODUCT KNOWLEDGE TRAINING

Learn the common features and uses of each product.

### PK Descriptions

#### 1. Nail Hammer



- Used for general carpentry, household chores and nail pulling.
- Should be used only with non-hardened, common or finishing nails.
- Curved claw offers leverage in removing nails and can also cradle a 2x4.
- Choose 16 or 20 oz. weights for general carpentry; choose 7, 10 and 13 oz. weights for fine cabinetry or light-duty driving.
- Available with smooth or waffled (serrated) faces. Milled face is for finishing jobs while waffled face provides more control when hammering large nails into lumber. Some claw hammers feature a side notch on the head for easier pulling of small nails and fasteners.

#### 2. Rip Hammer



- Used mainly by professionals for ripping apart wooden components and demolition work.
- Should be used only with non-hardened, common or finishing nails.
- Choose weights from 20 to 32 oz. for framing and ripping.

- Available with milled or waffled faces to grip the nail head and reduce the effect of glancing blows and flying nails.

#### 3. Finishing Hammer



- Used for general carpentry, finishing and cabinet making.
- Head size generally between 7 oz. and 16 oz.
- Smooth striking face so errant strikes don't leave marks on the wood.

#### 4. Tack Hammer



- Used for furniture upholstery and to drive small nails and tacks.
- Features a magnetic face used to hold small tacks. The other face is used to drive them.

#### 5. Ball Peen (Ball Pein) Hammer



- Used with cold chisels for riveting, center punching and forming unhardened metal work.
- Striking face diameter should be about 3/8" larger than the diameter of the head of the object being struck.
- Designed with a regular striking face on one end and a rounded or half ball on the

other end instead of a claw.

- Sizes range from 2 oz. to 48 oz. with 12 and 16 oz. the most popular.
- Variations include a cross-peen hammer (with horizontal wedge-shaped face) and a straight-peen hammer (with vertical wedge-shaped face).

#### 6. Sledgehammer



- Used for jobs where great force is required such as breaking up concrete or driving heavy spikes.
- Feature long handles from 14" to 36" and heavy heads weighing from 2 lbs. to 20 lbs.
- Double-face sledgehammers feature two identical faces.
- Single-face sledgehammers have one flat face for striking and one wedge-shaped face for splitting wood.

#### 7. Hand Drilling Hammer



- Has short handles and is used for pounding hardened nails into concrete or for using with tools that drive nails and pins into concrete or brick.
- Only hammer to use with star drills, masonry nails, steel chisels and nail pullers.
- Weighs between 2 lbs. and 4 lbs.

- Larger striking surface, generous bevel and special heat-treating minimize chance of chipping the striking face.

#### 8. Soft-Face Hammer



- Used for assembling furniture, setting dowels and wood projects that require non-marring blows.
- Weights range from 4 oz. to 22 oz.
- Feature replaceable heads, typically one soft and one hard.

#### 9. Bricklayer's Hammer



- Used for setting or splitting bricks, and chipping mortar from bricks.
- Features a curved, chisel-like pick and a small, square striking surface.

#### 10. Shingler's Hammer



- Drives roofing nails, assures proper shingle spacing, trims composition and fiberglass shingles.
- Typically includes slotted, replaceable cutting blade.

### 11. Drywall Hammer



- Used to score, sheet and set nails for drywall work.
- Features a scored head and a notched blade instead of a claw.
- Notch in the blade is used to remove exposed nails.

### 12. Mallet



- Has rubber, plastic, wooden or rawhide head.
- Used to drive chisels or hammer joints together.
- Sizes are specified in head weight or diameter with the exception of wooden mallets, which are specified by head diameter only.
- Comes in variety of shapes and sizes for specific tasks.
- Carpentry mallet features angled head to reduce fatigue; shop mallet with octagonal head is used for flat strikes; rawhide mallet is used in furniture assembly.

### Anatomy of a Hammer

- The FACE is the striking face, the place where the job gets done.
- A properly CROWNED striking face drives nails flush without marring the wood surface.
- A deep THROAT on a strong neck allows power strikes even in difficult areas.
- The EYE should be deep and tapered, providing a secure head-to-handle assembly.

- The NECK typically has an octagon-shaped design.
- The CHEEKS frame the face
- The CLAW provides clearance for nail heads and allows a firm grip on nails of any size.
- The whole package combined is a hammer HEAD, which is forged on top of the HANDLE.

### OTHER TRAINING TIPS

*Designed to give you confidence on the salesfloor!*  
This section is for retail skills training specific to this core product category.

### FAQs

- Q:** What weight hammer should I buy?  
**A:** Buy the heaviest hammer that you can control because the heavier the hammer, the easier it will drive nails. However, the heavier the hammer, the harder it is to hit nails on the head and the more quickly your arm muscles will become fatigued. A 16 oz. curved-claw hammer is a good choice for general use.
- Q:** Which is better: wood or fiberglass handles on hammers?  
**A:** Some people say the wood provides a

better feel and absorbs shock. While wood is durable and affordable, fiberglass is stronger and less prone to overstrike.

**Q:** What's the difference between a rip hammer and a curved claw hammer?

**A:** A hammer with a curved claw provides leverage for pulling nails. A rip hammer is often the choice of professionals because it is usually a slightly heavier tool that is used to rip apart wood that has been nailed together.

**Q:** How do I hammer small nails into trim without damaging the wood?

**A:** Try lightly tapping the tip of the nail with a hammer to flatten it out.

**Q:** Do you have a hammer I can use with a chisel?

**A:** Yes, small sledgehammers weigh between 2 pounds and 4 pounds. A 2-pound model would be a good choice.

### Upselling Techniques

- Higher-priced hammers have sturdier handles and better steel in their heads. These hammers will perform better and last longer.
- A 16 oz. titanium-head hammer carries the striking power of a 20-24 oz. steel hammer, making it light and easier to carry and swing. It also transmits less shock than a steel hammer, reducing the risk of repetitive-motion injuries.
- Top-quality hammers give you the benefit

of 25 percent more face space than hammers of equivalent weight. This results in surer strikes and easier, faster nail driving.

- In a professional, top-quality hammer, the head and handle are assembled with a wooden wedge and steel wedges.
- Some high-quality hammers feature forged, double-bevel on hammer claws, which provide clearance to allow claws to slip easily under nail heads close to the wood surface.
- Fiberglass and tubular steel hammers should feature a non-slip, cushioned PVC grip molded to the handle.
- Solid-steel handles should feature an air cushion grip for comfort and shock absorption.

### Add-On Sales

- Tool Belt
- Hammer Holster
- Nails
- Nail Puller
- Electronic Stud Finder
- Nail Sets

### Safety Tips

- Do not strike a hardened steel surface, concrete or stone with a steel claw hammer. Metal chips can result in injury to the user or any bystanders.
- Never use a hammer with a loose, cracked or broken handle—replace the handle.



- Never use a hammer with a chipped, cracked or mushroomed face.
- Discard hammers with cracked claws or eye sections.
- Do not use the hammer handle for striking, and never use it as a pry bar—this could cause the handle to split.
- Always strike the surface squarely—avoid making glancing blows.
- Always wear safety goggles when hammering any object.
- Never strike a hammer with or against another hammer.
- Always use a hammer of the right size and weight for the job.

### PRO Corner

- Convertible hammers let pros do framing or finish work by simply screwing on the appropriate striking cap—either milled or checkerboard face—to the front of the hammer head.
- Professional framers tend to prefer hammers with wooden ax handles. The flared handle end helps prevent them from losing their grip while working.
- Jacketed handles reduce shock and vibration while providing good overstrike protection.

### Merchandising Tips

- Hammers should be arranged according to hammer type. Start with straight claw framing

- and ripping hammers and proceed through claw, ball peen and specialty hammers.
- Lead with higher-end, brand name hammers within each hammer sub-category to help sell customers up to a higher grade hammer.
  - Angled hammer hooks give an appealing look to the display and also help provide more safety when customers are taking them off the hooks, while working.
  - Jacketed handles reduce shock and vibration while providing good overstrike protection.