



**Littl' Juey**

Littl' Juey is a rapidly growing new brand in the international outdoor power tool and lawn care market. The brand was established with the development of the Littl' Juey cutting technology and has now grown into a family of simple, easy to use, and efficient line trimming products engineered to take the hassle out of lawn maintenance.

### Background

Until recently, the line trimmer category of the lawn care market has been dominated by large global brands all providing products with very little difference in the cutting method and line trimming device. Existing devices all work with continuous nylon line wound onto a spool which is located in the head of the appliance. While this approach has become the industry standard our design research identified that it is not entirely practical or efficient due to fluctuation in temperature and humidity in the head which makes the nylon extremely brittle, causing it to break easily. This situation has created widespread frustration and misuse of these lawn care products.

### The Solution

The high performance Littl' Juey cutting head design consists of two parts that assemble together to hold pre-cut strips of cutting line rather than a continuous

nylon spool. Rotation of the trimmer is used effectively to tighten each strip of nylon line within the head assembly. Unlike other systems, the Littl' Juey head has been designed to accommodate up to four strips and allows the use of other new line types such as Kevlar, carbon fibre or metal wire, making Littl' Juey more efficient and effective for heavy duty use.

The strips of line are supplied in a range of diameters, from 1.5mm to 3.2mm, packaged in small reload canisters which clip onto the shaft of the line trimmer. This clip-on system ensures the canisters remain with the machine at all times and allows users to clearly see the amount of line they have remaining, unlike existing products where the line is concealed in the head.

The Littl' Juey Electric line trimmer is a powerful, lightweight device for optimal usability and features adjustable handles on a robust injection moulded plastic and extruded metal construction. The Littl' Juey Electric is powered by a 650W beltdriven electric motor mounted in the base of the machine.

### Design & Development Team:

Littl' Juey: Frank Walker

Locus Research: Blythe Rees-Jones, Timothy Allan, Kylie Baker, Ailie Rundle

### Other Contributors:

Gaminco, Trimax, Cixi Best Power Tools.



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