



## STUDMaster - Steel Stud Anchors

### 1 - WHAT IS StudMaster?

StudMaster is a SteelStud Anchor or a Skyscraper screw. The first fastener intended to be screwed directly into the studs of the interior walls in steel framed structures like homes, offices, hotels, hospitals and most skyscrapers worldwide. As it stands today 42% of the North American population live in a steel framed structure. Those numbers jump sharply in both dense urban centres full of skyscrapers and coastal areas that frame homes in metal or steel studs for the inherent advantages needed in such locations.

### 2 - HOW IS IT USED?

To use the StudMaster a homeowner or contractor who was mounting goods(cabinets, TV's, shelves, etc, etc)to a steel framed wall would first locate the studs in the walls by scanning (with a stud finder)from both directions (left and right)being careful to locate the center of the studs face. Then a pilot hole is drilled through the drywall and into the stud.

This allows the user to both check for obstructions behind the walls surface and to verify that they have in fact hit a stud. Next the StudMaster is twisted into the pilot hole (while this happens the fastener rolls the metal of the steel stud up around itself inside the wall to form a tight metal grommet that is highly resistant to stripping and tear out). Easy to apply and nearly impossible to strip. this particular design vastly out performs all other fasteners in these respects. It's easy it's strong and anyone can do it.

### 3 - WHAT APPLICATIONS IS IT USED FOR?

The StudMaster is used for wall mounting of heavy millwork like cabinets, shelves and entertainment centres also Tvs and audio equipment in steel framed structures by fastening directly to the metal studs without the addition of plywood inside those walls and studs.

Wall mount anything directly to the studs in your apartment or steel framed structure securely, quickly and affordably.

### 4 - WHO IS TARGET AUDIENCE/CUSTOMER AT STORE LEVEL?

Homeowners that want to do it themselves and contractors that want to go faster. Anyone with a basic toolkit can do this.

Packing studs is long hard work. This is a direct route to the results we're all looking for in our home improvement projects. A no nonsense approach to hanging just about anything from the walls of your steel framed structure.

## 5 - WHY WAS STUDMASTER CREATED / MANUFACTURED?

People always need to mount millwork and TVs to the walls. They also need to hang paintings mirrors and maybe some IKEA too.

In a wood framed home this is a breeze. In an apartment, skyscraper or metal framed home this is a real task.

Previously, screwing into metal studs was like screwing into a pop can. easy to get in and impossible to get a grip. Everything you screw into a metal stud strips far too easily.

So for years contractors actually cut open the wall to fill it with plywood so they have something to screw this equipment to, but they can't do this till after they cut open and repair a wall. It's time consuming and expensive. I thought we should be able to screw straight to that metal stud. After extensive research and development we arrived at an optimal design that is both easy to twist in and nearly impossible to strip. We made a fastener that the average person can understand how to use (after all it's just like a wood framed home, find the center of the stud and attach your heavy goods to it) and a contractor can make money by using.

Using this fastener eliminates the need to add plywood to the inside of flimsy metal studs.

Now anyone can screw directly to the studs and get big weights up fast and securely, In a fraction of the time for a fraction of the cost.

Surely being careful to locate the center of a stud is far easier than cutting open a wall, filling in the hollows between studs inside the hole you've just cut with pieces of plywood, then screwing this all in, closing up the hole ,repairing the drywall and then hanging your goods.

We wanted to make a direct route to handling these tasks such that any homeowner or contractor can quickly and easily hang heavy goods from steel framed walls with far less work than typically needed and no more work than installing in a wood framed home.

## 6 - ANY PROBLEMS INSTALLING?

The end user must be sure to locate the center of the stud and to use this only in steel stud walls (through the drywall and directly into the steel stud.)

This is not a wall anchor or drywall anchor. This is a steel stud anchor intended to let the user mount heavy goods directly to the structural members of the walls of ones home or office.

## 7 - BIGGEST SELLING FEATURES?

Screw directly to metal studs in homes Apartments and offices everywhere. Now we can all screw things directly to those metal studs quickly and easily without a major overhaul of your walls.

**NO ONE BUT US DOES THIS AND WE'RE DOING IT very WELL.**

Try it for yourself and see.

Once you get it you won't want to do it any other way.

## 8 - SPECS.

The StudMaster steel stud anchor is solid cast ZN3 (a zinc alloy commonly known as ZAMAK3) this metal alloy was chosen to discourage the premature oxidizing of the zinc coated steel studs within walls. (steel studs are coated in Zinc as a sacrificial element to protect the steel from oxidizing or rusting) only the coating of steel studs rust when properly employed.

This keeps our product from diminishing the structural integrity of the studs we engage with down the line.

The StudMaster is 3.5" long and made for use in steel framed walls with studs of a minimum depth if at least 3 5/8" or typical walls in homes or apartments.