



Since 1996

Quality

Stability

Creativity

Profile

The Company was founded in 1996 and specialized in manufacturing measuring tape. With 20 years' efforts, it has expanded its operation to be a leading manufacturer of premium quality measuring tapes.

We are proud of our reputation for excellence, innovation and dedicated to testing, designing and improving our products to ensure quality on materials, shapes, functions and accuracy. Becoming the world's best at what we do is our lifelong goal.

The company continuously offers private label service for global hand tool industry, while also providing OEM service for major measuring tape manufacturers.

Evolution

1996 Company was founded

1999 ISO9001 certification

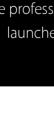
2006 DEMASS brand was launched

2008 EC and MID certification by NMRO UK

2011 MID certification by LNE France

2012 JIS certification by KSA Korea

2015 Two-side class I accuracy printing machine was imported from Japan

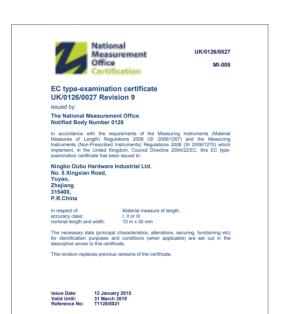




Industrial Ltd.



The new Demass brand for the professional market was launched in 2006.



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 for
 Chief Executive

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National Measure Tel +44 (0)20 8943

Certificate

EC

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Demass measuring tapes have passed EC Type Approval which covers all member countries of the European Union. Our EC Type -Examination Certificate covers the following Demass measuring tapes:

Pocket tape	1m-10m	Class I or Class II
Long steel tape	10m-50m	Class II
Fiberglass tape	10m-50m	Class II or Class III

Accuracy tolerance

± [(0.1 + 0.1L) mm + 0.1 mm] (With hook)
± [(0.3 + 0.2L) mm + 0.2 mm] (With hook)
± [(0.6 + 0.4L) mm + 0.3 mm] (With hook)

	Ð		•	
Size	Tolerance (mm)	Tolerance with hook (mm)	Tolerance (mm)	Tolerance with hook (mm)
1m	± 0.2	± 0.3	± 0.5	± 0.7
2m	± 0.3	± 0.4	± 0.7	± 0.9
3m	± 0.4	± 0.5	± 0.9	± 1.1
5m	± 0.6	± 0.7	± 1.3	± 1.5
8m	± 0.9	± 1	± 1.9	± 2.1
10m	± 1.1	± 1.2	± 2.3	± 2.5

Pocket tape

б

Size	Tolerance (mm)	Tolerance with hook (mm)	Tolerance (mm)	Tolerance with hook (mm)
10m	± 2.3	± 2.5	± 4.6	± 4.9
15m	± 3.3	± 3.5	± 6.6	± 6.9
20m	± 4.3	± 4.5	± 8.6	± 8.9
30m	± 6.3	± 6.5	± 12.6	± 12.9
50m	± 10.3	± 10.5	± 20.6	± 20.9
100m	± 20.3	± 20.5	± 40.6	± 40.9

Long tape



UK

France

LNE

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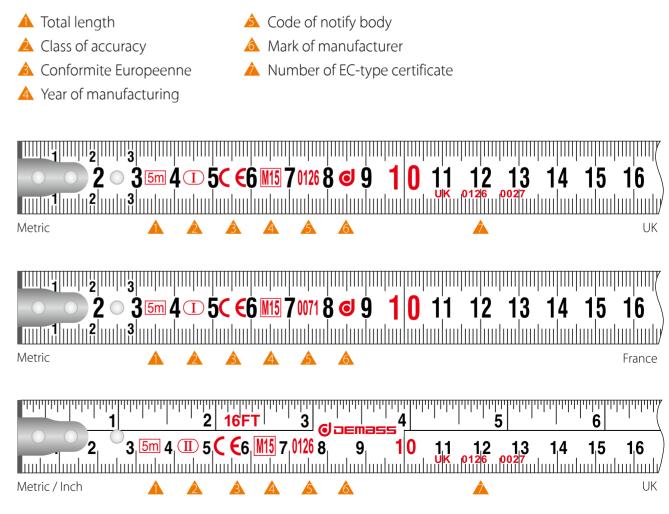
Certificate

MID

演

Demass products are in conformity with the essential requirements of the "Measuring Instruments Directive 2004/22/EC of the European Parliament and of the Council on Measuring Instruments" as well as the special requirements under Annex MI-008 material measures for Class I and Class II accuracy.

MID standard blade





精度公差

Certificate

1級 ± [(0.2+0.1L) mm + 0.2 mm] (ツメ含む)

仕様	公差許容範囲 (mm)	公差許容範囲 (ツメ含む)(mm)
1m	± 0.3	± 0.5
2m	± 0.4	± 0.6
3.5m	± 0.6	± 0.8
5.5m	± 0.8	± 1
8m	± 1	± 1.2
10m	± 1.2	± 1.4



Index



AUTO BRAKE 14 - 15



COMPRESS 16 - 17



iTape 18 - 19

DI



bTape 20 - 21







ASIANIZATION 38 - 39

GRIP GEAR 40 - 41



AUTO LOCK 22 - 23



RUBBER PRO 24 - 25



PULL-LOCK 26 - 27



ASIAN PRO 28 - 29



JACKET PRO 30 - 31



GRIP CHROME 32 - 33



RUBBER SATIN 34 - 35



PROFESSIONAL TAPE 36 - 37

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Main material 46 - 47

Blade layout 48 - 49





Reference of end hook 54 - 55

Blade stand-out Blister card 56 - 57



GEAR FRAME 42 - 43



Referential Tape Belt Tape Holder 44 - 45

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Blade finish Blade color 50 - 51

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Bi-color coating and two-side printing Five-color printing 52 - 53





Item number and size RU 2019 P 2m × 19mm 38.5mm 6ft × 3/4" RU 5022 P 5m × 22mm 44.5mm 16ft × 7/8" RU 5027 P 5m × 27mm e 16ft × 11/16" ₩ 49.5mm RU 7527 7.5m x 27mm 25ft × 1¹/16" 1¢# H RU 9027 51mm 9m x 27mm 30ft × 1¹/16" 102mm Lock Auto lock Label Rubber Housing ABS with TPR covered with painted parts

	RU 3019 3m × 19mm 10ft × ³ /4"	RU 3519 3.5m × 19mm 12ft × ³ /4"
	RU 5522 5.5m × 22mm 18ft × 7/8"	
	RU 5527 5.5m × 27mm 18ft × 1 ¹ /16"	
	RU 8027 8m × 27mm 26ft × 1 ¹ /16"	
	RU 10027 10m × 27mm 33ft × 1 ¹ /16"	
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Item number and size RW 2016 2m × 16mm 6ft × 5/8" RW 5019 5m × 19mm 16ft × 3/4" RW 5025 5m × 25mm 16ft × 1" 45.3mm RW 7525 7.5m × 25mm 25ft × 1" ₩ 45.7mm 74.5mn Push lock Lock Label Hot stamping ABS with TPR Housing

RW 3016 3m × 16mm 10ft × 5/8" RW 3516 3.5m × 16mm 12ft × ⁵/8"

RW 5519 5.5m × 19mm 18ft × ³/4"

RW 5525 5.5m × 25mm 18ft × 1"

RW 8025 8m × 25mm 26ft × 1"

iTape



Item number and size



PG 3013 3m × 13mm 10ft × ¹/2"

Lock	Auto lock
Label	Printing
Housing	Painted ABS with chro

28mm

PG 3513 3.5m × 13mm 12ft × ¹/2"

ome-plated ring covered with rubber parts

bTape



Item number and size PL 2009 2m x 9mm 21.6mm 6ft × 3/8" PL 3013 PL 3513 3m x 13mm 3.5m x 13mm 28.2mm 10ft × 1/2" 12ft × 1/2" Auto lock Lock Label Printing ABS with TPR covered with painted label parts Housing





Item number and size TD 2016 2m × 16mm 6ft × 5/8" ⊬_____I 35.5mm TD 5019 5m × 19mm 16ft × 3/4" ₩ 39.5mm TD 5025 5m × 25mm 16ft × 1" 45.5mm þ TD 7525 7.5m × 25mm 25ft × 1" 46.3mm Auto lock Lock Acrylic Label ABS with vacuum filmed ring Housing

TD 3016 3m × 16mm 10ft × 5/8"

TD 3516 3.5m × 16mm 12ft × 5/8"

TD 5519 5.5m × 19mm 18ft × ³/4"

TD 5525 5.5m × 25mm 18ft × 1"

TD 8025 $8m \times 25mm$ 26ft × 1"





Item number and size RJ 2019 RJ 2m × 19mm 3r 6ft × 3/4" 10 38mr RJ 5025 RJ 5525 5m × 25mm 5.5m × 25mm 16ft × 1" 18ft × 1" 46.4mm RJ 7527 RJ 8027 7.5m × 27mm $8m \times 27mm$ 25ft × 1¹/16" 26ft × 1¹/16" 52.3mm RJ 9027 RJ 10027 9m × 27mm 10m × 27mm 30ft ×1¹/16" 33ft × 1¹/16" 95.4mm Push lock and bottom stop Lock Label Aluminium or Rubber Vacuum filmed ABS with TPR Housing

J 3019	RJ 3519
m × 19mm	3.5m × 19mm
0ft × 3/4"	12ft × 3/4"

RJ 5027 5m × 27mm 16ft × 1¹/16" RJ 5527 5.5m × 27mm 18ft × 1¹/16"





RE 2016 37.5mm 2m × 16mm 6ft × 5/8" 43.5mm RE 5019 5m × 19mm 16ft × 3/4" RE 5025 50mm 5m × 25mm 16ft × 1" RE 7525 7.5m × 25mm 25ft × 1" 50.5mm RE 9025 9m × 25mm 30ft × 1" ► 52mm Auto lock Rubber Painted ABS with TPR Housing

Item number and size

Lock

Label

RE 3016 3m × 16mm 10ft × 5/8"

RE 3516 3.5m × 16mm 12ft × 5/8"

RE 5519 5.5m × 19mm 18ft × 3/4"

RE 5525 5.5m × 25mm 18ft × 1"

RE 8025 8m × 25mm 26ft × 1"

RE 10025 10m × 25mm 33ft × 1"





Item number and size

JX 5025 5m × 25mm 16ft × 1"

JX 2016

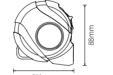
6ft × 5/8"

JX 5019

5m × 19mm

16ft × ³/4"

2m × 16mm



88mm	
	53mm

JX 7	525
7.5m	n x 25mm
25ft	× 1"

Lock	Push lock
Label	Rubber
Housing	Vacuum filmed ABS wit

JX 3016 3m × 16mm 10ft × ⁵/8" JX 3516 3.5m × 16mm 12ft × ⁵/8"

JX 5519 5.5m × 19mm 18ft × ³/4"

JX 5525 5.5m × 25mm 18ft × 1"

JX 8025 8m × 25mm 26ft × 1"

ith TPR jacket





Item number and size



JY 2016 2m × 16mm 6ft × ⁵/8"



JY 5019 5m × 19mm 16ft × ³/4"



43.5mm

JY 5025 5m × 25mm 16ft × 1"





JY 7525 7.5m × 25mm 25ft × 1"

Lock	Push lock
Label	Rubber
Housing	Vacuum filmed ABS wi

JY 3016 3m × 16mm 10ft × ⁵/8" JY 3516 3.5m × 16mm 12ft × ⁵/8"

JY 5519 5.5m × 19mm 18ft × ³/4"

JY 5525 5.5m × 25mm 18ft × 1"

JY 8025 8m × 25mm 26ft × 1"

vith TPR jacket

GRIP CHROME[™]



Item number and size $\underbrace{F_{1}}_{G_{2}} \underbrace{F_{2}}_{G_{2}} \underbrace{F_{2}}_{G_{2}$

47.5mm	

RB 5025 5m × 25mm 16ft × 1"

RB 2016

6ft × 5/8"

RB 5019

5m × 19mm

16ft × ³/4"

2m × 16mm



I	49.5mm

RB 7525	
7.5m × 25mm	
25ft × 1"	

Lock	Tight lock
Label	Moulded or rubber
Housing	ABS with TPR covered

RB 3016 3m × 16mm 10ft × ⁵/8" RB 3516 3.5m × 16mm 12ft × ⁵/8"

RB 5519 5.5m × 19mm 18ft × ³/4"

RB 5525 5.5m × 25mm 18ft × 1"

RB 8025 8m × 25mm 26ft × 1"

d with chrome-plated part

RUBBER SATIN[™]



Item number and size RA 2016 35mm 2m × 16mm 6ft × 5/8" 40mm RA 5019 5m × 19mm 16ft × 3/4" 45.5mm RA 5025 5m × 25mm 16ft × 1" RA 7525 7.5m × 25mm 25ft × 1" 47mm RA 10030 10m × 30mm 33ft × 1³/16" 55mm Push lock Lock Label Rubber Painted ABS with TPR Housing

RA 3016 3m × 16mm 10ft × ⁵/8" RA 3516 3.5m × 16mm 12ft × ⁵/8"

RA 5519 5.5m × 19mm 18ft × ³/4"

RA 5525 5.5m × 25mm 18ft × 1"

RA 8025 8m × 25mm 26ft × 1"

PROFESSIONAL TAPE



Item number and size



₩<u></u>33.8mm TM 2016 2m × 16mm 6ft × 5/8"



16ft × 3/4"

TM 5019

5m × 19mm

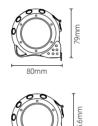


TM 5025 5m × 25mm 16ft × 1"

TM 7525

25ft × 1"

7.5m × 25mm



,	46mm

M	
I.	
46mm	TM 9025
4011111	9m × 25mm
	30ft × 1"

86.5mm	
ock	Push lock
abel	PVC
lousing	Painted ABS

TM 3016 3m × 16mm 10ft × 5/8"

TM 3516 3.5m × 16mm 12ft × 5/8"

TM 5519 5.5m × 19mm 18ft × 3/4"

TM 5525 5.5m × 25mm 18ft × 1"

TM 8025 8m × 25mm 26ft × 1"

TM 10025 10m × 25mm 33ft × 1"



Item number and size 32.5mm TX 2016 2m × 16mm 6ft × 5/8" TX 5019 5m × 19mm 16ft × 3/4" 38mm TX 5025 5m × 25mm 16ft × 1" ⊦ 44mm TX 7525 7.5m × 25mm 25ft × 1" 45.5mm TX 9025 9m × 25mm 30ft × 1" 47mm Push lock Lock PVC Label ABS with chrome-plated ring Housing

TX 3016
3m × 16mm
10ft × 5/8"

TX 3516 3.5m × 16mm 12ft × 5/8"

TX 5519 5.5m × 19mm 18ft × 3/4"

TX 5525 5.5m × 25mm 18ft × 1"

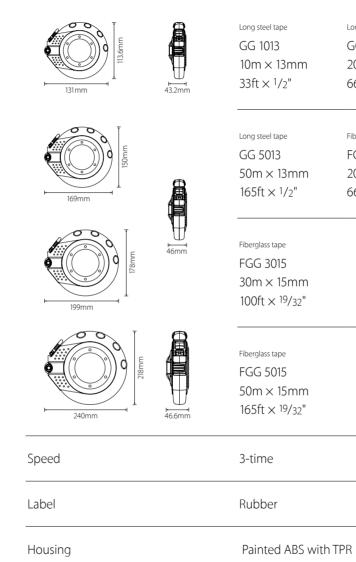
TX 8025 8m × 25mm 26ft × 1"

TX 10025 10m × 25mm 33ft × 1"





Item number and size



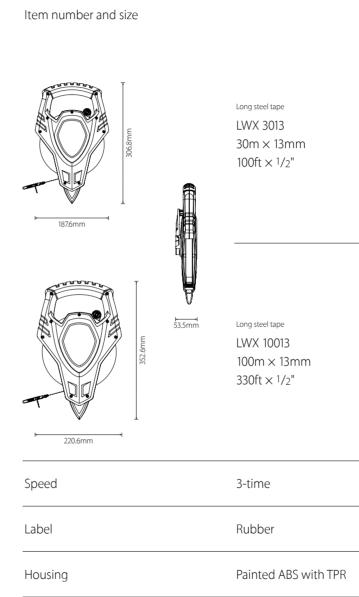
Long steel tape GG 2013 20m × 13mm 66ft × 1/2" Long steel tape GG 3013 30m × 13mm 100ft × 1/2" Fiberglass tape FGG 1015 10m × 15mm 33ft × ¹⁹/32"

Fiberglass tape FGG 2015

20m × 15mm 66ft × ^{19/}32"







Long steel tape LWX 5013 50m × 13mm 165ft × 1/2" Fiberglass tape FWX 3015 30m × 15mm 100ft × ¹⁹/32"

Fiberglass tape FWX 5015 50m × 15mm 165ft × ¹⁹/32"

Referential Tape

特長:

1. 粘着テープ付13mm幅の メジャーテープ 2. スチール製SK4 3. 精度公差 ±(0.2+0.1L)mm

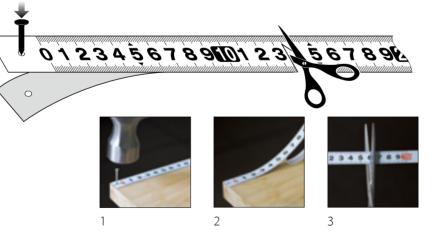
用途:

ワークテーブルや機械等に 貼って物指しとして使用で きます。



使用方法:

- 1. テープ両端には釘等を打 ち込んで仮止めできる2mm サイズの穴が付いています。
- 2. 裏面剥離紙は簡単に剥が すことができます。
- 3. テープはハサミでカット できます。



規格
長さ/幅
1m / 13mm
2m / 13mm
5m / 13mm

Bett Tape Holder

用途: コンベックスの着脱を簡便化。



取付け、使用方法:

- 1. ドライバーでベルトクリップをはずしてください。付属のネジで、ベルトホルダーのアダプターを確実に 締め込みます。
- 2. コンベックスホルダーをベルトに挿し込みます。
- 3. 専門アタッチメントを取付けたコンベックスを、カチャっと音がするまでホルダーに挿し込みます。
- 4. コンベックスを押さえホルダ

一上のボタンを親指で外向き に押しながら、コンベックス を上に引き出します。











品番	
PDJ - 01	

Main material

Blade

Mainly high carbon steel C60, SK4 and stainless steel SUS420. SK4 for JIS steel measuring tape only and SUS420 for stainless steel tape only.

Specification	С	Si	Mn	Cr	Ni
C60	0.57-0.65	0.17-0.37	0.5-0.8		
SK4	0.9-1.0	0.35	0.5		
SUS420	0.15-0.35	1.0	1.0	11.5-14.5	3.0

Spring

High carbon steel 65Mn, SK4 and stainless steel SUS301. SK4 for JIS steel measuring tape only and SUS301 for stainless steel tape only.

Specification	С	Si	Mn	Cr	Ni
65Mn	0.62-0.7	0.17-0.37	0.9-1.2		
SK4	0.9-1.0	0.35	0.5		
SUS301	0.15	1.0	2.0	16.0-18.0	6.0-8.0

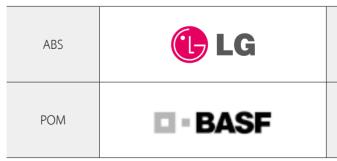
End hook and belt clip

High carbon steel Q235, 65Mn and stainless steel SUS304. Q235 for end hook, 65Mn for belt clip and SUS304 for stainless steel tape respectively.

Specification	С	Si	Mn	Cr	Ni
Q235	0.12-0.2	0.3	0.3-0.7		
65Mn	0.62-0.7	0.17-0.37	0.9-1.2		
SUS304	0.07	1.0	2.0	17.0-19.0	8.0-11.0

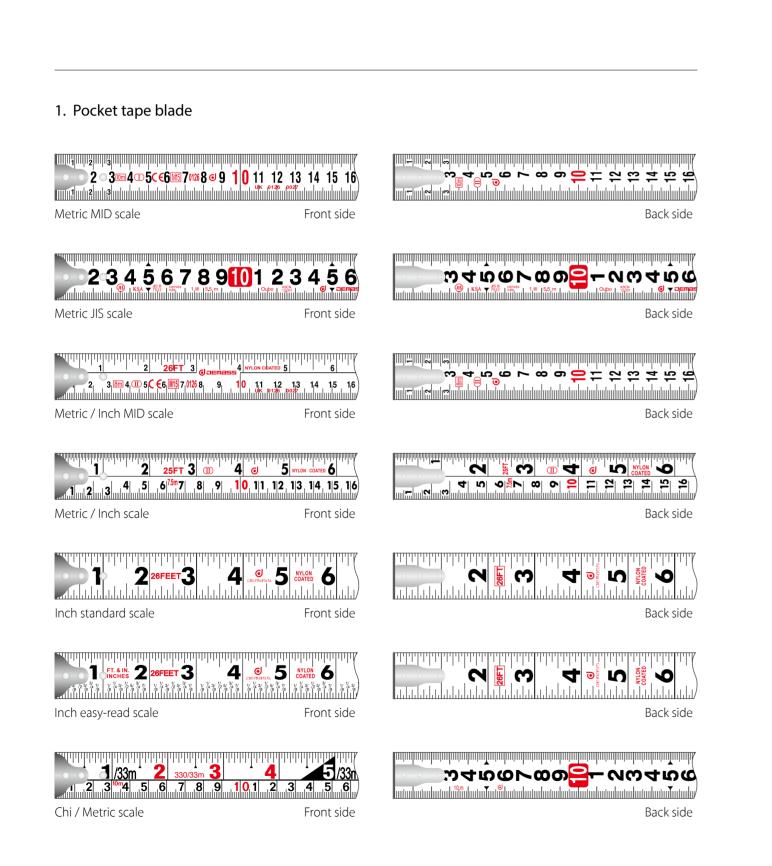
Housing and stop button

High performance ABS with TPR for housing and POM or ABS/PC with TPR for stop button.



TPR	PROFLEX [™]
ABS/PC	LG

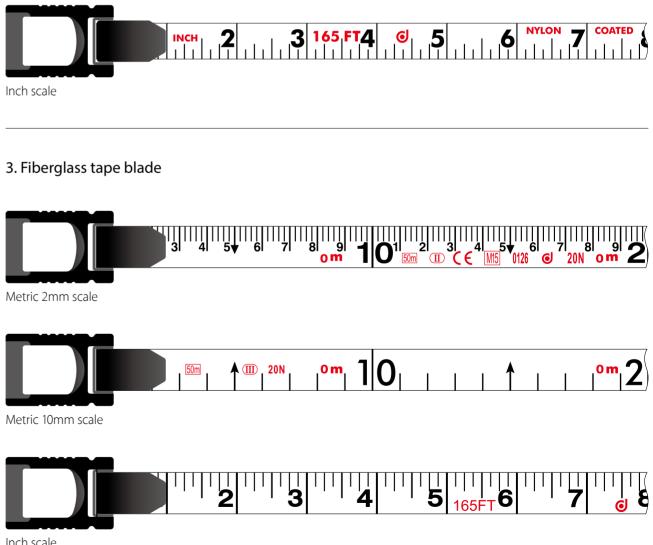
Blade layout

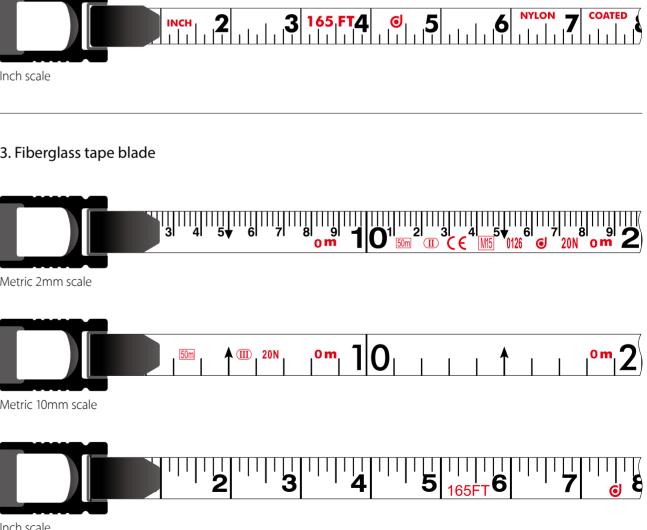


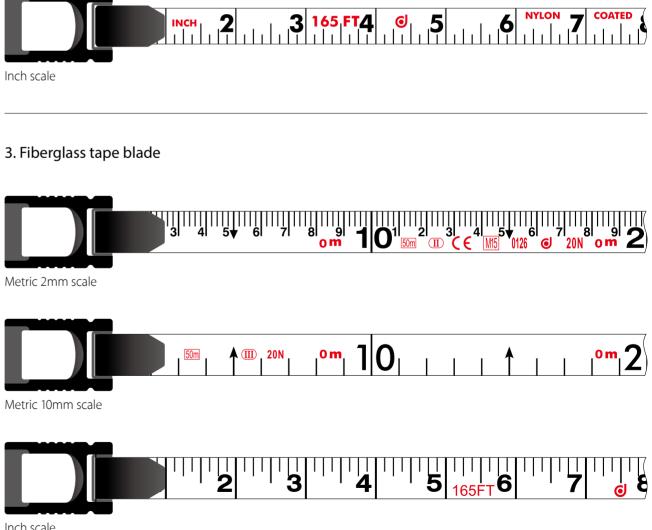
2. Long steel tape blade

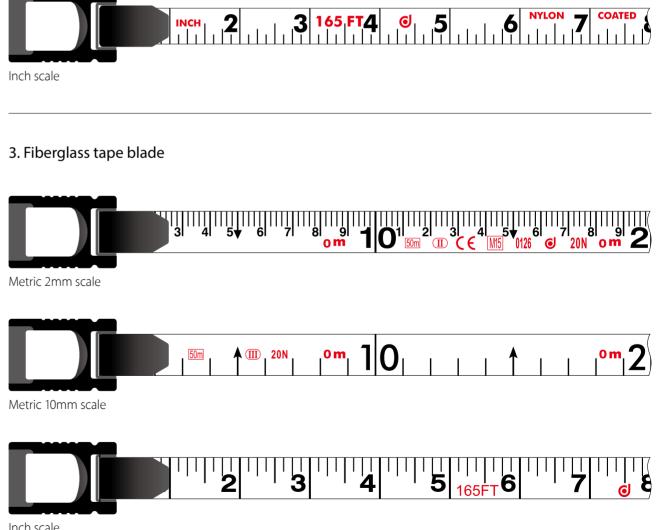


Metric scale









Inch scale



Blade finish

1. Lacquered blade

By a special process, the high-quality environmental friendly water dissolved resin coating materials are evenly coated on the surface of the blade to protect the printed marks. There are bright and matte colors for choice.

2. Nylon coated blade

Combined with a high performance nylon and special coating process, the nylon coating covers the entire blade surface ensuring its abrasion resistance, anti-corrosion and prolonging its durability.

3. SUPERBLADE

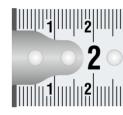
Applied with a special extruding process, the high performance nylon thoroughly covers the whole blade to provide it with super abrasion resistance and the anti-corrosion functions like rust-proof, antiacid, anti-alkali as well as to prolong its life.

Technical specifications comparison

Specifications	The thickness of the coating layer (mm)	The abrasion resistance test with rubber (times)	The abrasion resistance test with falling sand (litres)
Lacquered blade	0.02	80	8
Nylon coated blade	0.03	300	20
Super blade	0.08	3000	150

Blade color

High-quality environmental friendly water dissolved resin coating materials are applied on the blade with options of traditional white and yellow, and more fashionable fluorescence and silver colors, all coating materials meet the basic requirements of PAHs and REACH.



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2 3 4 **□** 5 **⊂** 6 **M**5 70126 8 **○** 9

Silver

White

Yellow

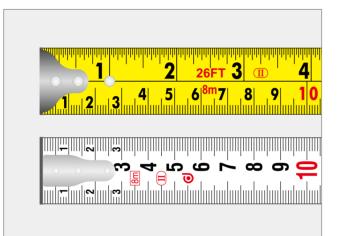
Fluorescence

 $2^{3} 4^{1}5 < 6^{1}$

Bi-color coating and two-side printing

1. Easy recognition with different color on different side

2. Same scale on both sides or different scale on different side.





Five-color printing

Black, blue and red on front surface, while black and red on back surface.

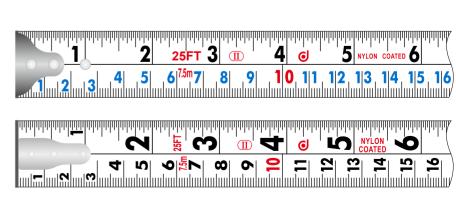


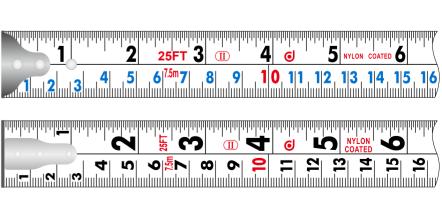
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23 4 5 6 7 8 9101 2 5 6 **IO (0**

Metric JIS scale

Metric MID scale





Metric / Inch scale

Reference of end hook

1. End hook of pocket tape

- A: EC-type hook
- B: EC-type dual hook
- C: EC-type magnet dual hook
- D: General hook
- E: General magnet hook
- F : General dual hook
- G: General magnet dual hook



2. End hook of long steel tape and fiberglass tape

H: Pull ring

I : End hook with pull ring





Blade width ◀ →	EC-type hook	General hook	EC-type dual hook	General dual hook	General magnet hook	EC-type magnet dual hook	General magnet dual hook
16mm	•	•	-	-	•	-	-
19mm	•	•	•	•	•	•	•
22mm	•	•	•	•	•	•	•
25mm	•	•	•	•	•	•	•
27mm	•	•	•	•	•	•	•

Refere	nce	EC-type hook	General hook	EC-type dual hook	General dual hook	General magnet hook	EC-type magnet dual hook	General magnet dual hook
2:3 <mark>:::405()</mark> nd::::::::::::::::::::::::::::::::::::	Metric MID scale	•	-	•	-	-	•	-
2345	Metric JIS scale	-	•	-	•	•	-	•
2 3 219 4945	Metric /Inch MID scale	-	•	-	•	•	-	•
1.2.3.4.5.4	Metric /Inch scale	-	•	-	•	•	-	•
1 2 1	Inch standard scale	-	•	-	•	•	-	•
1 2	Inch easy-read scale	-	•	-	•	•	-	•
1,55m 2 , _ 2, 3 4, 5 ,	Chi / Metric scale	-	•	-	•	•	-	•

Blade stand-out

Blade width	Horizontal stand-out	Vertical stand-out	Back side Vertical stand-out
16mm	1.5m	2.1m	
19mm	1.8m	2.6m	3.5m
22mm	2m	3.1m	4.5m
25mm	2.3m	3.6m	5.8m
27mm	2.9m	4.6m	6.8m
19mm Dual hook	1.75m	2.55m	3.45m
22mm Dual hook	1.95m	3.05m	4.45m
25mm Dual hook	2.25m	3.55m	5.75m
27mm Dual hook	2.85m	4.55m	6.75m
19mm Magnet dual hook	1.7m	2.5m	3.4m
22mm Magnet dual hook	1.9m	3m	4.4m
25mm Magnet dual hook	2.2m	3.5m	5.7m
27mm Magnet dual hook	2.8m	4.5m	6.7m

Blister card



Hanging style



Japan stand style



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Designed in 2015

Design Team:

O DEMASS Physical design by DEMASS 🧧 SOHUI

Shape design by Sohui



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