



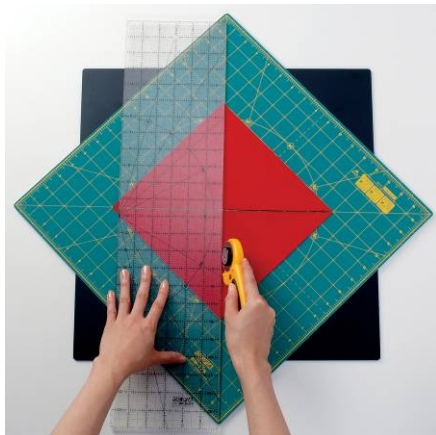
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FOR IMMEDIATE RELEASE

## ***OLFA DEBUTS 17" ROTATING MAT FOR CUTTING-EDGE CRAFT PROJECTS***

ROSEMONT, ILLINOIS—OLFA North America, the leading marketer and distributor of sewing and craft tools and accessories, is expanding its line of exclusive Self-Healing Rotating Rotary Mats with a 17" version that allows quilters, crafters and collage artists to undertake larger size projects with ease. The latest entry follows on the success of the OLFA® 12" Rotating Mat and is in response to consumer demand for a larger version.

The lightweight mat, which debuted in October at the **2006 International Quilt Market** in Houston, Texas, rotates smoothly, eliminating the need for repositioning fabrics or papers that require multiple cuts or for the crafter to have to physically move around the work surface to perform the necessary cuts.



*OLFA 17" Rotating Rotary Mat*

The familiar green-colored OLFA Rotating Mats are imprinted with clearly marked yellow grid lines for easy measuring and for accurate, detailed cutting of straight lines and precise angles. The markings take the difficulty out of such tricky tasks as fashioning true bias strips, cutting strips into squares and triangles, and perfectly squaring up blocks to complete a project.

The two-piece, easy-to-rotate mats work like a Lazy Susan: A black stationary non-slip mat, with a 2½-inch diameter opening in the center, rests on the table, protecting the work surface. The interlocking green cutting mat, with its yellow grid lines and markings, sits on the black base and rotates 360 degrees.

**MORE...**

## OLFA SELF-HEALING ROTATING MATS—2

The green mat features a self-healing finish that reseals surface cuts, providing a continually smooth surface for all cutting projects. The finish also helps extend the life of blades and promotes safe cutting, increasing the accuracy of any craft project.

The OLFA 12”-square Rotating Mat (RM-12S), perfect for use with portable projects and for taking to class, is available at Michaels<sup>®</sup>, Hancock Fabrics, Jo-Ann Fabrics & Crafts, and independent quilt and craft stores. It has a suggested retail price of \$36.99 (\$49.99 Canadian).

The new 17” square Rotating Mat (RM-17S) will be available in January, 2007 at independent quilt and craft shops. It has a suggested retail price of \$69.99 (\$84.99 Canadian).

For more information, visit [www.olfacom.com](http://www.olfacom.com).

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*OLFA is a registered trademark of OLFA Corporation, Japan, under license for use by World Kitchen, LLC. OLFA manufactures and markets a premium line of award-winning precision cutters, knives, blades, rulers, mats and accessories, including its signature snap-off blades and self-retracting safety cutters.*