



Contact:  
Richard Braun  
Richard Braun & Associates  
212-986-4450  
[info@braunpr.com](mailto:info@braunpr.com)

FOR IMMEDIATE RELEASE

## ***OLFA DEBUTS TWO 45MM ROTARY CUTTERS IN A FLORAL PATTERN IN TWO COLORWAYS***

ROSEMONT, ILLINOIS—OLFA<sup>®</sup> North America, marketer and distributor of OLFA quilting and crafting tools and accessories, is introducing a fresh take on its best-selling 45mm rotary cutter. The cutter now features an all-over floral pattern in two appealing colorways, *Calantha Plum* and *Calantha Orange*, and represents a first for OLFA and a style rarely found in the industry.

The limited edition, one-of-a-kind decorated cutters are the first entries in the new OLFA Exclusives<sup>™</sup> series which will feature OLFA craft tools with unique patterns and colors. The latest decorated OLFA cutters are not only high-performance tools, but ideal gift ideas for quilters, sewers and other crafters.



The OLFA decorated rotary cutters are packed in dye-cut, eye-catching boxes adorned in the same all-over matching floral print and in the color of the cutter, either plum or orange.

Precision engineered for quilting, sewing, leather working, paper crafts and more, the OLFA 45mm rotary cutters are crafted with high-quality tungsten carbide tool-steel blades sharp enough to cut through more than eight layers of fabric—and in straight or curved directions. Designed for left- and right-handed users, the cutters easily and cleanly slice through fabrics of any density, leather, paper, vinyl, and film, producing professional results for any craft project.

MORE...

## *OLFA DECORATED ROTARY CUTTERS—2*

The decorated cutters are a creative and logical extension for OLFA, the inventor in 1979 of the rotary cutter, which revolutionized the craft industry. For the past two years, OLFA has marketed limited edition pink rotary cutters and a pink self-healing mat. The craft tools were made available during National Breast Cancer Awareness Month, with a portion of the proceeds benefiting the National Breast Cancer Foundation, Inc.

The OLFA *Calantha Plum* (RTY-2/GP2) and *Calantha Orange* (RTY-2/GP1) 45mm Rotary Cutters carry suggested retail prices of \$19.99 (\$26.99 Canadian). Both are covered by a guaranteed forever policy.

The new cutters will be available in August 2007.

For more information on OLFA products and the guaranteed forever policy, visit [www.olfacom.com](http://www.olfacom.com).

---

*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.*