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FOR IMMEDIATE RELEASE

OLFA DEBUTS 45MM ROTARY CUTTER WITH EASY, QUICK-CHANGE FEATURE

Change a blade or switch hands in one simple step

ROSEMONT, ILLINOIS—OLFA North America, a leading marketer and distributor of sewing and craft tools and accessories, is introducing a 45mm OLFA® Quick-Change Rotary Cutter that makes replacing a blade or switching from right to left hands faster and easier than ever.

With the new OLFA cutter (RTY-2/NS), changing blades is done quickly and easily in just one step by sliding a locking mechanism on the back of the handle to release the blade (*see below right*). This new design does away with the conventional washer-and-nut assembly.



Designed for safety, easy handling and comfort, the RTY-2/NS cutter takes the effort out of assembling the tool for right- or left-hand use. Engineered with an innovative split-blade cover, the cutter is equipped with two buttons that slide back and forth independently (*see left*) so the user can switch hands nearly effortlessly. For additional safety, the cover's unique design limits blade exposure.



The OLFA Quick-Change Rotary Cutter features anti-slip, rubberized grips on both sides of the contoured handle to provide secure, comfortable handling.

MORE...

OLFA QUICK BLADE CHANGE ROTARY CUTTER—2

The cutter is equipped with a high-quality tungsten carbide tool steel blade sharp enough to cut through more than eight layers of fabric and in several directions.

The cutter is designed for use with OLFA 45mm rotary blades (RB45), which are available in single units or in five, 10 and 500 packs.

Like all OLFA rotary cutters, the RTY-2/NS is precision engineered for quilting, sewing, paper crafts, leather crafts and more.

The OLFA Quick-Change cutter, with its guaranteed-forever handle, carries a suggested retail price of \$29.99. (\$36.99 Canadian). It will be available at retail in October 2007 at www.olfa.com and independent quilt, craft and fabric retailers.

In March 2008, OLFA North America will be introducing a 60mm version of its Quick-Change Rotary Cutter.

For more information on OLFA products and the cutter handle satisfaction or replacement policy, visit www.olfa.com.



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