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FOR IMMEDIATE RELEASE

OLFA NOW OFFERS 10 UNIQUE RULERS FOR QUILTING, SEWING AND HANDCRAFTING

Non-slip rulers feature easy-read measures for light or dark materials

ROSEMONT, ILLINOIS—OLFA[®], the world's leading maker of sewing and craft tools and accessories, now offers a specialty line of unique non-slip frosted acrylic rulers designed for basic-to-advanced quilting, sewing and a variety of craft projects.

The OLFA Frosted Advantage[™] rulers—in 10 sizes and shapes—are imprinted with black numbers, grid lines and other measurements on transparent, frosted acrylic surfaces that are non-slip for extra stability and safety while cutting.

The OLFA rulers are designed for accuracy and precision with grid lines marked in 1/8", 1/4", 1/2" and 1" increments. The grid lines and measurements are imprinted in such a way that they can be read effortlessly over dark or light or patterned fabrics and materials.

Engineered for left and right-handed users, OLFA rulers are designed for cutting and measuring quilt borders, strips and bindings, for squaring pieced blocks and borders and, with the pyramid-shaped ruler, for cutting triangles, diamonds and hexagons.

Though perfect for quilting, the OLFA rulers are ideal for any type of crafts calling for exacting measures and precise cutting.

The OLFA Frosted Advantage ruler line (with suggested retails) includes:

- ◆ *The Essential* (6" x 24") with patented Compass Pivot Point angle markings for 15°, 30°, 45°, 60° and 90° cuts. Suitable for borders, patchwork, strips and binding. SRP: \$19.99 (\$24.99 Canadian).

MORE...

OLFA FROSTED ADVANTAGE RULERS—2

- ◆ *The Traveler* (6" x 12") with patented Compass Pivot Point angle markings for 15°, 30°, 45°, 60° and 90° cuts. Suitable for most quilt cutting and scrapbooking. Fits in a tote for traveling. SRP: \$13.99 (\$17.49 Canadian).
- ◆ *The Workhorse* (16½" square) is ideal for squaring larger blocks, borders. Ideal for pillow template or for square designs such as Diamond in the Square and Shoo Fly. SRP: \$32.99 (\$39.99 Canadian).
- ◆ *The Standard* (12½" square) is the model ruler for quilting and crafting, including scrapbook and album pages. Template for pillow tops, simple square patchwork designs. Excellent for squaring pieced blocks, cutting larger pieces. SRP: \$19.99 (\$24.99 Canadian).
- ◆ *The Alternative* (9½" square) is a substitute for larger square rulers. Template for squaring up to 9" blocks, borders and backgrounds. Excellent for cutting square, triangle and strips. SRP: \$15.49 (\$19.99 Canadian).
- ◆ *The Compact* (6½" square), though small enough for a tote, has all the advantages of a larger ruler. Excellent for squaring up corners of blocks; good for marking and cutting patchwork and miniature quilts. Also a template for marking and cutting photographs and frames. SRP: \$11.99 (\$14.99 Canadian).
- ◆ *The Charm* (4½" square) works as a template for 4" squares used in 9" patch blocks, baby quilts, miniatures and charm quilts. Excellent for paper crafting. SRP: \$8.99 (\$10.99 Canadian).
- ◆ *The Miniature* (2½" square) is a good sewing machine companion. Excellent for squaring up smaller blocks for baby quilts, miniatures and charm quilts. Good for paper crafting and photographs. SRP: \$4.29 (\$5.29 Canadian).
- ◆ *The Companion* (1" by 12") is ideal for simple patchwork, finished blocks, borders and bindings. Travels easily and good for use with a sewing machine for trimming or adding seam allowances. Excellent for papercrafting. SRP: \$7.49 (\$8.99 Canadian).
- ◆ *The Pyramid* (6½" right triangle) is configured for cutting triangles, diamonds and hexagons for patterns such as Flying Geese, Star of Texas and Ohio Star. SRP: \$11.99 (\$14.99 Canadian).

The OLFA Frosted Advantage rulers are shipping now and will be widely available mid-summer.

For more information on OLFA products, visit 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.