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FOR IMMEDIATE RELEASE

## ***OLFA INTRODUCES “X DESIGN SERIES,” HIGH-PERFORMANCE CUTTING TOOLS***

***Cutters feature OLFA’s unique snap-off blade system***

ROSEMONT, ILLINOIS—OLFA<sup>®</sup>, a leading maker of premium-quality cutting tools, is introducing two all-new X OLFA Design Series™ cutting tools with the company’s exclusive quick-and-easy snap-off blade replacement system.

Both new cutters—X OLFA Design Series *Heavy-Duty Auto-Lock Cutter (LA-X)* and the *Extra-Heavy Duty Ratchet-Lock Cutter (XH-1)*—feature anti-slip, cushion-grip handles for secure handling and safety. Both handles are crafted of fiberglass conjoined with elastomer, making them chemical resistant and easier-than-ever to clean. And like all OLFA cutters, this new series is guaranteed for life.

The high-grade carbon tool-steel blades feature OLFA’s signature snap-off blade strips, each strip equipped with seven to eight cutting edges. Rather than replace whole blades each time one dulls, OLFA’s convenient strips allow for snapping off a used section, quickly and easily, so in seconds the cutting tool is ready to go with an ultra-sharp cutting edge.

The LA-X Heavy-Duty cutter is designed with an 8-edge UltraMax<sup>®</sup> super-sharp, highest grade tool-steel blade with a heavy gauge stainless steel blade channel that holds the blade tight and an auto-lock safety mechanism. At the opposite end of the cutter is OLFA’s **Pry+**<sup>™</sup> hard metal pick designed for multiple uses, including opening paint cans, removing switch plates and more.

MORE...

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The LA-X blade is suitable for cutting leather, rubber, cardboard, rope, paper, carpet, fiberglass, acetates, linoleum, plastic and more.

When heavy-duty doesn't cut it, the new XH-1 Extra-Heavy Duty cutter has all the outstanding features of the LA-X but with a ratchet wheel blade lock. The 7-edge XH-1 blade is 7mm thick and is recommended for cutting leather, rubber, cardboard, roofing, drywall, heavy rope, linoleum, thick carpet and even plywood.

The X OLFA Design Series cutters are intended for both professional contractors, who use cutting tools extensively, and for discriminating do-it-yourselfers, who demand premium-quality cutting tools.

The X OLFA Design Series Heavy-Duty Auto-Lock Cutter (model no. 1072198) has a suggested retail price of \$9.99 (\$11.99 Canadian). The X OLFA Design Series Extra Heavy-Duty Ratchet Blade Lock Cutter (model no. 1071858) has a suggested retail price of \$17.49 (\$17.25 Canadian).

Beginning in July, the cutters will be available at hardware stores throughout North America and at Lowe's stores in the U.S starting in September.

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

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