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FOR IMMEDIATE RELEASE

OLFA EXPANDS 'X DESIGN SERIES' WITH VERSATILE STANDARD-DUTY MODEL

High performance cutter features unique snap-off blade system

ROSEMONT, ILLINOIS—OLFA North America, a leading marketer and distributor of premium-quality tools and hardware for contractors and do-it-yourselfers, has introduced a standard-duty cutter to its new OLFA X Design Series™ cutting tools.

The latest addition, the *Standard-Duty Auto-Lock Cutter (XA-1)*, is specifically designed for precision-cutting projects such as window tinting, wallpapering, decorative painting, and other projects requiring intricate detail. It also cuts corrugated cardboard, acetate, wallpaper, foam and more.

XA-1 features the OLFA signature quick-and-easy snap-off blade replacement system, which ensures that the cutting edge is always sharp and ready for use.

Designed for safe, secure handling, the two-toned cutter features an anti-slip, cushion-grip handle engineered of fiberglass conjoined with elastomer, making it chemical resistant for easy cleaning. And like all OLFA cutters, this new cutter is guaranteed forever. The XA-1 is equipped with a removable pocket clip at one end of the cutter that quickly and safely snaps-off used sections of the blade.

This latest entry in the series includes the OLFA premium UltraMax®, an ultra-sharp highest-grade carbon tool steel snap-off blade engineered with 13 cutting edges. Rather than replace an entire blade when the tip dulls, a user simply snaps off the worn section so the cutting tool is ready to go with an ultra-sharp cutting edge in seconds. Blade strips are readily replaced without any tools.

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Like other cutters in the series, the Auto-Lock Cutter has a heavy-gauge stainless steel blade channel that safely holds the blade tightly in place.

Other cutters in the line include the *Heavy-Duty Auto-Lock Cutter (LA-X)*, fashioned with an 8-edge UltraMax super-sharp, highest grade tool-steel blade that is suitable for cutting leather, rubber, cardboard, rope, paper, carpet, fiberglass, acetate, linoleum and plastic. This tool is engineered with the OLFA Pry+™ hard metal pick at the opposite end of the cutting blade. It is designed to simplify such tasks as opening paint cans and removing switch plates.

For more demanding tasks, there is 7-edge *Extra Heavy-Duty Ratchet Blade Lock Cutter (XH-1)*. Equipped with an OLFA highest grade carbon tool steel blade, the XH-1 is designed to cut through leather, rubber, roofing, drywall, heavy rope, linoleum, thick carpet and even plywood.

The OLFA X 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 OLFA X Design Series Standard-Duty Auto-Lock Cutter (XA-1) has a suggested retail price of \$6.99 (\$7.99 Canadian). The OLFA X Design Series Heavy-Duty Auto-Lock Cutter (LA-X) has a suggested retail price of \$9.99 (\$11.99 Canadian), and the OLFA X Design Series Extra Heavy-Duty Ratchet Blade Lock Cutter (XH-1) has a suggested retail price of \$17.49 (\$17.25 Canadian).

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.