

Lifetime Brands Introduces Farberware® Edgekeeper™ Stamped Cutlery With Self-Sharpening Sheaths

Garden City, NY, January 2016 – Lifetime Brands, Inc., leading global provider of kitchenware, tableware and other products used in the home, introduces patent-pending, self-sharpening cutlery with Edgekeeper™ technology. Farberware®, the number one selling cutlery brand in the U.S.* , is the first brand under the Lifetime Brands umbrella to utilize the Edgekeeper™ technology in a line of open stock stamped knives with self-sharpening sheaths.



Each Farberware Edgekeeper™ knife comes with a sheath featuring a built-in knife sharpener that automatically sharpens the blade every time you take it out or put it into the sheath. This means the blade sharpens itself every time you use it, helping to keep the blade sharp and ready for you to cut, mince, slice, and dice.

By simply removing or inserting the knife in the sheath, you are honing the blade's edge, helping to keep it at its optimal sharpness. The blade cover also keeps the blade protected for safe storage when the knife is not in use.

According to Bob Varakian, Group President, Lifetime Brands, Inc., "Everyone from master chefs to casual cooks knows that sharp knives perform best in the kitchen. But many consumers don't know how to properly sharpen their knives. We are solving this problem with our Farberware EdgeKeeper™ knives and sheaths because they automatically sharpen the blade with each use."

The self-sharpening mechanism is highlighted in red at the opening of the protective sleeve. The rods are aligned to sharpen the blade at the correct angle, which helps take away the guesswork and makes it easy to keep knives sharp for optimal performance.

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Farberware Edgekeeper™ knives with self-sharpening sleeves are currently available in a variety of open stock stamped options, including an 8-inch chef knife, an 8-inch slicer, a 7-inch Santoku, a 6-inch chef knife, a 5-inch Santoku, and a 3.5-inch paring knife retailing for \$6.99 to \$12.99. Farberware Edgekeeper™ knives are crafted from high-carbon, stainless steel with a full tang construction.



A cutlery block set with built-in sharpener (\$69.99) is also available under the Farberware Edgekeeper™ collection. Additional items will be added to the line later this year.

Farberware Edgekeeper™ knives with self-sharpening sleeves and Farberware Edgekeeper™ Cutlery Block Sets are currently available at major retailers nationwide.

Click on the following link to watch a video that demonstrates Farberware Edgekeeper™ cutlery: https://www.youtube.com/watch?v=CXSR_LfGQE

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Farberware® is a registered trademark of Farberware Licensing Company, LLC. Farberware® branded products are manufactured and sold pursuant to a license from Farberware Licensing Company, LLC.

*Source: The NPD Group, Inc./Retail Tracking Service. 52 weeks ending March 2016