

FARBERWARE®



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Lifetime Brands Expands Successful Edgekeeper™ Self-Sharpening Cutlery Technology Across Sabatier®, Farberware® and Reo® Brands

Chicago, March 2016 — Lifetime Brands, Inc., leading global provider of kitchenware, tableware and other products used in the home, is expanding its innovative line of patent-pending, self-sharpening Edgekeeper™ cutlery with unique cutlery blocks and a comprehensive selection of open stock items including cutting boards with built-in sharpeners. The new products will be unveiled under Lifetime's Sabatier®, Farberware®, and Reo® brands at the International Home + Housewares Show.



Edgekeeper™ open stock knives have sharpening rods built into each storage sheath so as to automatically sharpen the knife blade every time the consumer removes or replaces the knife into the storage sheath. The self-sharpening mechanism is highlighted in red at the opening of the protective sleeve. The sharpening rods are aligned to sharpen the blade at the correct angle, which helps take away the guesswork and helps to keep knives sharp for optimal performance.

New open stock knives with self-sharpening sheaths will be on display at the Lifetime Brands booth (S1243) in Chicago under the Sabatier®, Farberware® and Reo® brands. Several unique cutlery block sets that have pull out or fold down sharpening rods built into the block will also be unveiled under the Edgekeeper™ banner.

For example, the Sabatier® 14-Piece Edgekeeper™ Cutlery Set, available with either forged triple rivet knives or stainless steel knives, features a patent pending Edgekeeper™ pop-out sharpener on the side of the block that helps make maintaining a sharp blade easy and convenient. Crafted from high carbon stainless steel, the knives in this set are perfectly balanced and weighted for precision and control. The set includes an 8" Chef, 8" Slicer, 5" Santoku, 5.5" Serrated Utility, 4.5" Fine Edge Utility, 3.5" Parer, 4.5" Steak Knives (6 pieces), All Purpose Shears, and a Bamboo Block.



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Lifetime Brands is also showing a line of Edgekeeper™ cutting boards with flip up sharpeners that allow the consumer to sharpen their knives right at the cutting board without needing additional tools. The new Edgekeeper™ products are scheduled to ship in the first half of 2016.

Lifetime Brands Group President Bob Varakian noted, "People usually have two complaints when it comes to their cutlery. They feel that their knives don't stay sharp, and secondly, that they don't know how to sharpen their knives. With Edgekeeper™, we created a simple but effective system that addresses both of these issues and does it in an almost effortless manner. And, our Edgekeeper™ cutlery is available at a suggested retail price point that is competitive with knives that don't have this beneficial feature."

Varakian added, "While many people complain that their knives don't stay sharp, a lot of them will admit that they really never even attempt to sharpen them. Our Edgekeeper™ open stock knives work so effortlessly people don't even need to think about it. And our new blocks and boards with built-in sharpeners offer consumers yet another easy way to help them keep their knives sharp."

According to Varakian, "We feel that Edgekeeper™ will be a franchise line for us and we intend to continue to build on it. Lifetime launched its open stock line of Edgekeeper™ products at the 2015 Housewares Show to wide retailer acclaim. Initial sales in fall 2015 were strong and the Company is set to build upon its success with these additional products and innovations."

Select Farberware® Edgekeeper™ open stock knives with self-sharpening sheaths, and cutlery block set with a built-in Edgekeeper™ sharpener are available now. The new Sabatier®, Farberware®, and Reo™ Edgekeeper products are expected to be at retail stores in fall of 2016.

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

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