



Contact:  
Richard Braun  
Richard Braun & Associates  
212-986-4450  
[rbraun@braunpr.com](mailto:rbraun@braunpr.com)

FOR IMMEDIATE RELEASE

## ***OLFA MARKS 30TH ANNIVERSARY OF ROTARY CUTTER INVENTION***

### ***Innovative tool revolutionized quilt making***

ROSEMONT, ILLINOIS, April 9, 2009—OLFA Corporation, one of the first names in premium arts-and-crafts tools, marks the thirtieth anniversary of its invention of the indispensable tool that revolutionized quilting and crafting—the rotary cutter.

Before the rotary cutter, crafters depended on scissors, a craft essential but a weak substitute for the ease of an OLFA® next-generation cutter which cuts effortlessly and accurately through multiple layers of fabric with clean, smooth, professional edges.



The brainchild of Yoshio Okada (1931-1990), an inventor and founder of the OLFA Corporation of Osaka, Japan, the rotary cutter was conceived while observing a rotating automobile tire. Okada set about devising a specialized cutter that would cut fabric—regardless of its density—efficiently, accurately and, most importantly, easily.

First introduced in 1979, this amazing cutter was engineered with a circular blade mounted in an easy-to-grip handle that also served as a protective sheath for the hand (*see, at left, the OLFA 45mm Original Rotary Cutter*).

The dynamic motion of the rotary cutter allowed crafters to cut simultaneously through multiple layers of fabric in long, sweeping push or pull movements, all with less hand fatigue than that caused by conventional scissors.

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A boon for crafters, the rotary cutter was a major time-saver, eliminating the need to mark and cut individual patches of fabric, speeding up quilt assembly and enhancing accuracy. Beyond quilting, the cutters worked perfectly for other crafts and jobs: scrapbooking, paper crafts, wallpaper and photo paper, leather, vinyl and much more.

The first rotary cutter introduced in 1979 (*see page 1*) had a straight handle and now comes in four ideal diameters: 18mm, 28mm, 45mm and 60mm.



Then, in 1998, OLFA introduced the Deluxe model (*at left*) with ergonomic handle and self-retracting blade for safety. This newer, versatile cutter accommodated decorative edge blades and came in 28mm, 45mm and 60mm sizes.

Today, the latest and most advanced rotary cutter is the OLFA Quick-Change Rotary Cutter (*at right*), which, as the name suggests, makes blade replacement and switching from left- to right-hands easier than ever by simply sliding a lever. The cutter is available in 45mm and 60mm sizes.



Renowned for their sharpness, OLFA blades are crafted of high-quality tungsten steel (except where otherwise indicated). OLFA blades are recognized for their fine craftsmanship, with edges designed for exceptional sharpness.

Which blade size to use typically depends on the project, but the larger the blade, the easier it is to cut through multiple layers. Smaller blades are ideal for intricate, detailed cutting and for cutting curved pieces and tight corners.

In addition to the smooth cutting edges, OLFA offers replacement rotary blades with decorative edges, including pinking, scallop and wave edges.

OLFA handles, which are subject to the brand's satisfaction guaranteed forever or replacement policy\*, are engineered to fit comfortably in the palm.

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All OLFA rotary cutters are designed for right- and left-handed users and feature blade covers for safety.

The first OLFA rotary cutter was an instant success worldwide and now, 30 years later, this rotary cutter has become the standard for crafters everywhere.

Visit [www.olfacom.com](http://www.olfacom.com) for more information on OLFA arts-and-crafts tools and the OLFA handle satisfaction guaranteed forever or replacement policy.



*OLFA-North America, a division of World Kitchen, LLC, markets and distributes OLFA products in North America. 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. Osaka, Japan-based OLFA Corporation invented both the snap-off blade and the rotary cutter which revolutionized the craft industry.*

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