

New 4-Point Snap Blade from IRWIN Tools Snaps On The Score To Create Four Cutting Points, Doubling The Cuts Made By Standard Carbon Blades

Huntersville, N.C. [April 11, 2011]— A dull utility blade on the job isn't going to cut it – literally – and it creates frustration, unwanted delays, and loss of productivity for tradesmen. IRWIN® Tools announced today a new **4-Point Snap Blade** that snaps on the score to create four cutting points, doubling the number of cuts made by standard carbon blades.

Combining the toughness of a traditional utility blade with the versatility of a snap blade, the new **IRWIN 4-Point Snap Blade** gives tradesmen instant access to a sharp new point without the hassle of having to constantly change blades. In addition, the four notches on the blade's top edge allow for full blade extension, regardless of how many of the tips have been snapped off.

"Tradesmen tell us they want their cutting tools to do more, and IRWIN has answered with tangible blade innovation that delivers extended durability and enhanced performance," said Bill Craig, director of marketing for IRWIN Tools. "Our new blade gives tradesmen the continual sharp edge they need for accuracy and productivity."

IRWIN 4-Point Snap Blade

The IRWIN 4-Point Snap Blades are available at home centers, hardware stores and industrial tool distributors throughout the U.S. and Canada. The suggested retail prices of the 4-Point Snap Blade 5-pack, 10-pack, 50-pack and 100-pack are \$1.29, \$2.25, \$8.99 and \$14.99, respectively.

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[Note to Media: To receive product samples for testing and editorial review, please contact Robin Blackwood at the e-mail address below.]

About IRWIN Tools

IRWIN Tools manufactures and distributes a broad line of hand tools and power tool accessories including VISE-GRIP® pliers and wrenches, MARATHON® saw blades, QUICK-GRIP® clamping tools, SPEEDBOR® wood-boring bits, STRAIT-LINE® marking tools, UNIBIT® step drill bits, and HANSON® taps and dies. IRWIN Tools is a part of Newell Rubbermaid's global portfolio of brands. For more information, call 1-800-GO-IRWIN or visit www.irwin.com. IRWIN invites the nation to celebrate **National Tradesmen Day**, on **Friday, Sept. 16, 2011**.

Additional assets available online:  [Photos \(1\)](#)

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