



## **W.R. CASE & SONS CUTLERY COMPANY ANNOUNCES HIGHLY ANTICIPATED KICKSTART® ASSISTED OPENING KNIVES**

*Case unveils patented assisted opening technology at BLADE Show 2018*

**June 1, 2018, Bradford, PA** – W.R. Case & Sons Cutlery Company, one of America’s foremost manufacturers of premium knives, today announced its first family of assisted opening knives featuring the brand’s patented Kickstart® technology. The highly anticipated Kickstart® knives will be unveiled to the public at BLADE Show 2018, taking place in Atlanta from June 1-3.

The Kickstart® feature assists in opening the knife by use of the thumb stud on the blade so it can be opened quickly and locked into place efficiently. The knives also feature a polished Clip blade with thumb stud, nickel silver bolsters, and a pocket clip for ease of carrying.



Initially, Case Kickstart® knives will be available in seven styles:

- Kickstart® Patriotic Kirinite™ Mid-Folding Hunter (#11216)
  - Featuring a stainless steel blade and Case oval shield
- Kickstart® Amber Bone Mid-Folding Hunter (#03015)
  - Featuring a peach seed jigger handle, stainless steel blade, and Case 2000 script oval shield
- Kickstart® Black Canvas Laminate Mid-Folding Hunter (#23138)
  - Featuring a stainless steel blade and Case bowtie shield
- Kickstart® Yellow Synthetic Mid-Folding Hunter (#80265)
  - Featuring a stainless steel blade and Case oval shield
- Kickstart® Dark Red Bone Mid-Folding Hunter (#07003)
  - Featuring a standard jigger handle, Chrome Vanadium (CV) steel blade, and Case oval script shield
- Kickstart® Rough Black Mid-Folding Hunter (#60442)
  - Featuring a stainless steel blade and Case oval shield
- Kickstart® Case 6.5 BoneStag® Mid-Folding Hunter (#65314)
  - Featuring a stainless steel blade and Case 2000 script oval shield

“At Case, we pride ourselves on developing knives that meet the ever-changing needs of our consumers while ensuring that we stay true to our brand heritage,” said Brent Tyler, Senior Brand Manager, W.R. Case & Sons Cutlery Company. “With the long-awaited release of the Kickstart® family of knives, we are excited to bring a unique and new assisted opener to our product catalog and look forward to continuing to expand our use of this technology in the future.”

Case Kickstart® knives will be available for purchase from Case authorized dealers (excluding Canada) and online at [caseknives.com](http://caseknives.com) starting June, 2018. Certain handle styles will follow shortly thereafter. MSRP range: \$110.99 – \$129.99.

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#### **ABOUT W.R. CASE & SONS CUTLERY COMPANY**

W.R. Case & Sons Cutlery Company is an American manufacturer of premium knives that are built on a legacy of quality and perseverance. Based in Bradford, Pennsylvania, Case's offerings cover a wide range of product categories, from traditional folding pocket knives to fixed blade sporting knives. Since 1889, Case has been building knives with integrity for people of integrity, and that legacy continues today. Case is owned by Zippo Manufacturing Company, makers of the world famous Zippo® windproof lighter. Call (800) 523-6350 or visit [caseknives.com](http://caseknives.com) for more information; you can also follow Case (@WRCase) on [Facebook](#), [Twitter](#) and [Instagram](#).

#### **Media Contact**

Doug Ruchefsky  
DeVries Global  
212.546.8589

[druchefsky@devriesglobal.com](mailto:druchefsky@devriesglobal.com)