



W.R. Case & Sons Cutlery Company Launches New Website



May 21, 2018 - Bradford, PA - W.R. Case & Sons Cutlery Company, one of America's foremost manufacturers of premium knives, is thrilled to unveil a new website, caseknives.com. The update represents a complete overhaul from the previous website and will serve as the company's dedicated landing page moving forward.

Caseknives.com was designed to create a seamless user experience and boasts numerous upgraded features including expanded product profiles and significantly enhanced search capabilities. Visitors to the website have the ability to search Case knives by one of several product categories, including Everyday Carry, Hunting, Outdoor, Culinary, and Specialty. Additional filters enable a deeper layer of search capability, identifying everything from lock type and handle color to blade shape and material.

The website also provides a level of personalization previously not offered by Case. For \$6.95 per knife, users are able to request to have a knife blade engraved with a personal message, name, or custom information in one of several different font options. Personalization is currently offered for a selection of nearly 100 different knives, and shipping generally occurs within 3 – 5 business days.

"The long-awaited launch of our new website represents a significant milestone for Case as we upgrade our digital brand presence to meet changing consumer needs," said Richard Finlow, Senior Vice President of Global Sales & Marketing, Zippo Manufacturing Company and W.R. Case & Sons Cutlery Company. "It provides a seamless way to shop from our expansive catalog and gives access to knife maintenance videos and tips, an immersive look at our brand history, and more."

In addition to the catalog of Case knives, items such as knife care accessories, sheaths and cases, apparel, branded gear, and even electronic gift cards can also be purchased on the website.

Standard shipping is complimentary for all purchases from caseknives.com of \$75 or more. Online orders will also be eligible for free returns (inclusive of return postage) provided they are returned within 30 days of the order shipment date. Additional information pertaining to Case's shipping and return policy can be found [here](#).

To experience the new website and learn more about Case, please visit caseknives.com.

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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 for more information; you can also follow Case (@WRCase) on [Facebook](#), [Twitter](#) and [Instagram](#).

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