

# **FOR IMMEDIATE RELEASE**

## **Pacific Handy Cutter, Inc., Streamlines It's Brand Architecture**

### **To Better Serve Customers With Clarity And Definition**

**October 1, 2008, Costa Mesa, California-** Pacific Handy Cutter, Inc., PHC has launched 2 main brands to serve two areas of business. The Safety product brand, that manufactures a wide array of safety cutters that, prevent cutter accidents, minimize down time and improve operating costs has been designated the SAFETY FIRST SYSTEM® brand of products. As the leader in the industry, serving retailers, grocers and distributors, the new brand statement: "Working Safe Everyday™" exemplifies PHC's commitment to safety professionals, customers and to the workforce. Print ads, web advertising and various other media will display prominently the new brand look and statement with a targeted message relating to the brand. The SAFETY FIRST SYSTEM® brand of products are used throughout the world with thousands of satisfied customers. This brand clarity will help customers make quick product selections and to obtain pertinent and critical information when necessary. For instance, a comprehensive look at the brand line as well as, helpful and time saving, web-based training materials are offered on the website at: [www.safetyfirstsystem.com](http://www.safetyfirstsystem.com).

The second QUICKBLADE® brand, of efficient, ergonomically designed utility knives and accessories, makes cutting more effective, safe and comfortable. PHC is committed to providing: "The Worker's Edge.™", by designing products, for Industrial Hardware chains and outlets, that speed up workflow, safely and enhance the workers experience each day. See the entire product selection at: [www.quickblade.com](http://www.quickblade.com).

Clarification of PHC's product offering will streamline the product-specific information delivery, saving customers valuable time and resources in the process.

Pacific Handy Cutter, Inc. (PHC) has been in business for 58 years and is established as a leader in providing cutting tool solutions in the following areas: Safety First Systems® Brand Safety products, reduce cutter lacerations and injuries, reducing workers compensation claims and boost productivity in the retail industry. The QuickBlade® Brand, similarly provides ergonomically designed tools, to accelerate work tasks with innovative quick blade change technologies combined to make work enjoyable, safe and efficient. In 2007, PHC was acquired by American Capital (ACAS), a publicly traded, world leading private equity firm. With the added financial and management expertise, PHC uncovers new market opportunities daily and originates great ideas ready to meet the need.

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