



A CUT ABOVE THE REST: CASE DEBUTS NEW COLLECTION OF PREMIUM KNIVES AT 2016 SHOT SHOW

Latest offerings include SHOT exclusive designs and limited edition collections

Bradford, Pa., January 19, 2016 – W.R. Case & Sons Cutlery Co., one of the world's foremost American manufacturers of handmade premium knives, is unveiling several new knife collections during the 2016 SHOT Show in Las Vegas. The new collections include an eight-pattern Pocket Worn® Denim Bone series, a five-pattern Autumn Harvest Bone family, a three-pattern Sunflower Collection, Mushroom Cap Leather Hunters, Smooth Natural Bone Steak Knives and a 2016 SHOT Show exclusive: a Smooth Ebony Wood Sowbelly. These models, as well as the rest of Case's 2016 spring and standard product knife lineup, will be on display at Case booth #13905 throughout the show. Case representatives will also be onsite to offer hands-on demonstrations and answer any questions about the history of the brand.

Pocket Worn® Denim Bone

The new Pocket Worn® Denim Bone collection commemorates the 20th anniversary of Case's first Pocket Worn knife with its smooth surface and slightly rounded edges. Each knife undergoes a careful hand-finishing process to create a classic, worn look and feel. The knife family features Tru-Sharp™ surgical steel blades, a Brass Case Oval Script Shield, fluted bolsters and an embellished main blade. The patterns include Mini Copperhead (62109X SS), Peanut (6220 SS), Small Texas Toothpick (620096 SS), Tear Drop (TB61028 SS), Sod Buster Jr® (6137 SS), Mini Copperlock® (61749L SS), Medium Stockman (6318 SS) and Trapper (6254 SS). MSRP Range: \$81.99 – \$99.99



Autumn Harvest Bone

Naturally rugged with hues of deep reddish brown, the authentic Autumn Harvest Bone handle exudes a classic Americana look and feel. The knife family also features Rogers Corn Cob Jigging and an XX® Shotgun Shell Shield. Available patterns include Sod Buster Jr.® (6137 SS), Sowbelly (TB6339 SS), Russlock® (61953L SS), Muskrat (MUSKRAT SS), Trapper (6254 SS) and Folding Hunter (6165 SS). MSRP Range: \$75.99 – \$126.99

Sunflower

A true work of art, each handle in Case's Sunflower series features a creamy, antique white synthetic which melts into rich, chocolate brown, serving as the backdrop to an intricate sunflower design. To add more artistry to this knife family, the bolster features a laser engraved sunflower along with a capital "S." This knife is available in three patterns; Mini Copperlock® (41749L SS), Mini Trapper (4207 SS) and Canoe (42131 SS). MSRP Range: \$75.99 – \$90.99



Mushroom Cap Leather Hunters

Timeless, practical, and ready to work, the knives in this family are designed to appeal to the avid hunter



or weekend outdoorsman. Featuring unequalled craftsmanship and rugged durability, each knife boasts a painstakingly crafted polished leather handle and mirror polished, Concave Ground blades. Every Case Leather Hunter is packaged with a genuine leather sheath. Available in several sizes and blade designs including 4-inch Gut Hook blade; 8 ½ inches overall (375-4G SS), 4-inch Drop Point blade; 8 ½ inches overall (375-4 SS), 5-inch Swept Skinner blade; 9 inches overall (323-5 SS), 6-inch Swept Skinner blade; 10 ¾ inches overall (361-6 SS), and two 5-inch Clip blade models, 9 inches and 9 ½ inches overall; 365-5 SS, 316-5 SS. MSRP Range: \$103.99 – \$117.99

Smooth Natural Bone Steak Knives w/ Center Bolster

For the foodies who know a table is not properly set without a good knife, this 4-Piece Steak Knife Set (M254 SS) comes in a handsome wooden storage case. Each knife features a mirror polished, concave ground, Miracl-Edge® serrated blade, in addition to a smooth natural bone handle with center bolster. MSRP: \$517.99



Smooth Ebony Wood Sowbelly

This stunning knife is a 2016 SHOT Show exclusive and can only be ordered onsite during the show in Las Vegas. The Sowbelly (TB7139 SS) features a Case Propeller Shield and a single Clip blade, custom embellished with the signature of legendary knife maker, Tony Bose. Bose is an award-winning, internationally-known custom knifemaker from Indiana who's been collaborating with Case since 1998. The Sowbelly is accompanied by a genuine suede pouch as well as a certificate of authenticity. MSRP: \$105.00

These new additions to the Case lineup will be introduced throughout 2016 from Case Authorized Dealers. For additional information regarding W.R. Case & Sons, please visit wrcase.com.

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ABOUT W.R. CASE & SONS CUTLERY COMPANY

Since 1889, W.R. Case & Sons Cutlery Company has been an American manufacturer of premium, hand-crafted knives. Based in Bradford, Pennsylvania, Case's offerings cover a wide range of product categories, from traditional folding pocketknives and fixed blade sporting knives to limited production commemoratives and collectables. Case's longevity and brand-loyal consumers are testaments to the hard working artisans that continue to make Case an industry leader. Case's commitment to product quality is evident in the 125 pairs of hands and 160 manufacturing processes that it takes to create just one knife. A unique tang stamp dating system used since the very early days of its history has made the Case brand one of the world's favorite collectable brands. The Case Collectors Club, with 19,000 active members, is the largest known knife collecting association in the world. Case is owned by Zippo Manufacturing Company, makers of the world famous Zippo® windproof lighter. Call (800) 523-6350 or visit wrcase.com for more information.

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