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Rapid Shark™ Wins Top Honor at NHS, Is Named One of Year's Best by Leading Magazine

Multifunction Tool Receives Prestigious Editor's Choice Award from *Popular Mechanics* & Exclusive Innovation Award from *Handy*.

New – Big Bite™ Rapid Shark for AWG 6-12 wires debuts.

BURLINGTON, Ontario, Dec. 1, 2008 – Rapid Tools, inventor of the industry's only serrated-edge utility blade, has been making a lot of news this year. At the National Hardware Show (NHS) in Las Vegas this summer, US buyers and media got their first look at the Rapid Shark™, the first tool to combine a top-of-the-line utility knife with a professional-quality wire stripper, cutter and crimper.

The Rapid Shark was one of the hit products at the show. No honor signifies the Rapid Shark's successful introduction at the NHS more than winning the exclusive Editor's Choice Award from *Popular Mechanics*.

Of the several hundred new products on display, the home and feature editors of *Popular Mechanics* chose a mere 13 to receive the prestigious Editor's Choice Award, including the Shark.*



***Handy* Magazine Honors Shark**

This November, Rapid Tools received word that the Shark had been selected for a prestigious Innovation Award from *Handy* magazine, the official publication of the Handyman Club of America, representing the core of America's home-improvement experts, both DIY and pro. *Handy*, one of the most trusted sources for new product information, has a circulation about a million and nearly three million readers.**

Only 22 products were selected by *Handy* for the award, including just five hand tools. In announcing the awards, *Handy* noted, "This coveted prize is reserved for companies that introduce groundbreaking, industry-shaping home-improvement and DIY products." *Handy* remarked that the Shark is two tools in one that "offers a unique blend of functionality and looks like a turbo-charged utility knife."

* Read the *Popular Mechanic's* press release at: <http://www.writeanswer.biz/rapidtools/resources/PMHardwareShowPressRelease08.pdf>

** Read the *Handy* press release at: <http://www.writeanswer.biz/rapidtools/resources/2008HandyAwardsPR.doc>

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Rapid Edge® Blades Are a Cut Above

Rapid Sharks feature the amazing Rapid Edge® patented serrated blade, available only from Rapid. The blade has 3-to-5 cutting surfaces that significantly reduce friction, stay sharp longer and cut more evenly. Hundreds of [happy customers](#) and top-notch independent testing have verified its superiority.

The highly respected Bureau Veritas tested the Rapid blade against six other leading brands on drywall, nylon rope, nylon carpet and asphalt shingles. The Rapid Edge blade was rated superior in resistance to dulling, blade wear and notch wear, and was the only blade with no visible wear after 150 cuts on the nylon carpet. In another study, hundreds of testers at the Handyman Club of America rated the blade #1, with an astounding 95% approval rating.



Introducing the Big Bite Rapid Shark

The original Rapid Shark, pictured on page one, has stripping holes for AWG 10-18 wires. The new Big Bite, shown at left, is for larger AWG 6-12 wires. It's got the same precision bite, just a bigger appetite.

The *Popular Mechanics* and *Handy* honors aren't the only evidence that the Shark may be the hottest hand tool introduced this year. A few months ago, testers in the prestigious Handyman Club of America gave the Shark a

97% approval rating, awarding it both the *Member Tested and Recommended* and the *Contractor Tested and Recommended* seals of approval. These expert users are a high-quality, North-American-wide community of advanced DIYers, semi-professionals and pros who buy and use tools everyday. James W. from Burlingame, Kans., summarized the feeling: "The overall usefulness of [the Shark] is without equal." [Read more here.](#)

Rapid Sharks Take a Bite Out of Work

The Shark's knife and wire stripper are cleverly combined in a rugged, ergonomic case about the size of a standard knife. The pliers-like grip for the stripper locks securely into the body of the knife when not in use. It is spring loaded for easy opening and comfortable cutting, with five precision-ground stripping holes for easily removing insulation from wire. Features include:

- First & only tool to combine a utility knife with a wire stripper; patents pending worldwide
- Available in two sizes – 10-18 AWG and the new Big Bite™ 6-12 AWG.
- Rugged, professional-grade construction for durability
- Comes with 5 Rapid Edge® blades - the patented, serrated blade that lasts longer & cuts easier
- Pliers-style, wire-stripper grip locks securely into the body of the knife when not in use
- Spring-loaded wire cutter opens easily and cuts comfortably
- Precision ground stripping holes easily remove insulation; includes a wire cutter & crimper
- One-button, quick blade change is easy & saves time. Four-blade storage compartment

"Winning these awards gives us a great deal of satisfaction," said Rapid founder and CEO Simon Medhurst. "We're very proud to be recognized by publications with the worldwide renown of *Popular Mechanics* and *Handy*. Our Sharks are real and practical tools that will assist people in getting jobs done faster, safer and easier. One or both are a must-have for everyone's toolbox, whether they are a casual DIYer or a professional tool user."

In Canada, the Shark is available exclusively from Home Hardware under the Benchmark™ brand. In the US and elsewhere, the Rapid Shark can be found at Lowe's stores, Ace Hardware, Sears.com, Amazon.com and from other sources. It sells for under \$25.

About Rapid Tools – Rapid Tools®, based in Burlington, Ontario, was established in 2002 with the mission of improving commonly used hand tools through innovation, advanced design and superior engineering. It is a division of Siber Holdings, created by Simon and Bernadette Medhurst, a privately owned corporation that has been in existence for 15 years. Rapid Tools designs and manufactures a complete line of high-quality utility knives and knife blades. The foundation of the company is their patented, long-lasting Rapid Edge® knife blade that features a serrated edge and multiple cutting surfaces. Available only from Rapid Tools, Rapid Edge blades cut better and last longer than any other blade, and will fit in standard utility knives. Rapid Tools knives and blades are available at the leading home improvement retailers in Canada and the United States. For more information about Rapid Tools and their products, call 1-905-336-0553 or visit www.rapidtools.net.

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