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New Rapid Warrior™ Re-Invents Utility Knife Category

Buyers & US Media Will See Remarkable Combo Tool for First Time
at the National Hardware Show – Booth 37838.

HAND SAW AND UTILITY KNIFE IN 1 TOOL.

BURLINGTON, Ontario, April 8, 2009 – [Rapid Tools](http://www.rapidtools.com), inventor of the industry’s only serrated-edge utility blade, isn’t resting on its laurels. After last year’s market success and awards for the Rapid **Shark™** – including the [Editor’s Choice Award](#) from *Popular Mechanics* at the National Hardware Show (NHS) – this year’s new product, the Rapid **Warrior™**, offers a stunning number of benefits and functions, at a price every consumer or professional can afford.

At this year’s NHS, May 5-7 in Las Vegas, you can see the Warrior, as well as a new [Big Bite™ Shark](#), and an array of innovative new products at Rapid’s **booth 37838** near the New Product World (NPW). The Warrior and Big Bite will also be featured in the NPW pavilion and directory.

What makes the Warrior completely unique is its ability to transform from a utility knife to a utility saw with one twist of the wrist. Toggle the heavy-duty mechanism up a quarter inch and slip in or remove any standard utility blade. Toggle down and insert or replace any manufacturer’s standard reciprocating saw blade. Nothing to unscrew; no pieces to keep track of, just switch it, click it and you’re ready to go.

It’s not hard to imagine how many uses, how much saved time and how much value the Warrior will add to any toolbox. Need to jab a hole in the wall to install an outlet or switch? Simply pop your drywall blade into the Warrior, and when the rough work is done, switch back to the utility knife for the fine cleanup.

Ever try to cut a copper pipe by forcing a hacksaw or a power saw into a tight space under a sink or behind a wall? Now, just slip your hacksaw blade into the Warrior and you’ll have easy access, making the job a snap. The Warrior’s quality and rugged design, and its soft-grip handle, mean you can go places you’ve never gone before, and do jobs easier and faster. The first introduction of the Warrior will be a Value Pack (shown above) – a fixed-style Warrior knife, 5 Rapid serrated-edge utility blades, a premium drywall saw blade, 8-inch general purpose saw, 6-inch hacksaw and blade case – all for under \$20 retail. The knife, with extra utility blades, will be about \$13. Rapid replacement blades will be available soon, but the Warrior will accept many of the blades everybody has already.

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The fixed style will be introduced at NHS, with a folding style scheduled for later this year. DIYers and pros will find dozens of time-saving uses for the Warrior. If you need to take just a little off a piece of PVC pipe or wood trim, no need to stop, go find a saw, and finish the job. Now, you easily snap a different blade into your Warrior, and you'll be done in seconds.

Warrior Features Rapid Edge® Patented Utility Blades

All Rapid Tool knives feature the amazing Rapid Edge patented serrated blade, available only from Rapid. It 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.

Against six other brands, Rapid Edge was rated superior by the respected Bureau Veritas in resistance to dulling, blade wear and notch wear – on drywall, nylon rope, nylon carpet and asphalt shingles, and 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. The value pack includes 5 Rapid Edge blades, enough to last for hundreds of cuts, maybe thousands.



Big Bite Rapid Shark makes NHS debut

The original Rapid Shark has stripping holes for AWG 10-18 wires. The new Big Bite, at left, is for larger AWG 6-12 wires. It's got the same precision bite, just a bigger appetite. Both Sharks feature a knife and wire stripper 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's spring loaded for easy opening and comfort.

“The introduction of the Warrior and extension of the Shark line exemplify our company philosophy,” remarked Simon Medhurst, Rapid founder and CEO. “Like the Rapid Edge blade, these products deliver a lot of value to any tool user. They're multifunctional, practical hard-working tools.”

More News from Rapid

Rapid will have two other new tools at the NHS. The amazing little [Auto Retract™](#) provides ultimate cutting safety – the blade only comes out when you are cutting and automatically retracts when you aren't. It has an easy-to-change blade system plus storage for extra blades.

Also new is the [Quick Change™](#), shown at right. It's comfortable, with a built-in twine/wire cutter, one-button blade change and three-blade storage compartment.

Retailers for the Warrior and Auto Retract will be announced at the NHS. The Shark is available from Home Hardware in Canada. In the US and elsewhere, the Sharks can be found at Ace Hardware, Sears.com, Amazon.com and [other sources](#). Both sell for under \$25. Quick Change knives are available in medium-duty and heavy-duty models for about \$8 and \$13, respectively.

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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