

# RB45H-1

## ∞ ENDURANCE™ BLADE - PREMIUM Rotary Blade -

MODEL	RB45H-1	DATE	Oct, 2016
PACKAGE	Blister Packed	PACKAGE SIZE	(W)63 x (H)160 mm
BARCODE	0 91511 22023 0		
INNER BOX	6 pcs.	100 91511 22023 7	
MASTER CARTON	120 pcs.	500 91511 22023 5	

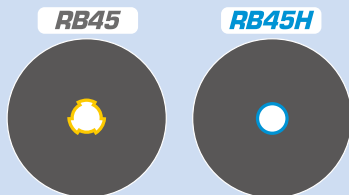


### DESIGN OBJECTIVE

#### Endurance Blade goes a long, long way!

OLFA Endurance Blade "RB45H", with its amazing long-lasting sharpness, outwears the standard RB45. The premium blade goes farther away while our classic RB45 needs more frequent blade exchanges. This will help save time and money, and makes it perfect for heavy Rotary Cutter users. Having the distinctive logo, ∞ENDURANCE BLADE, on the package, it stands out in the crowds.

#### Cut more comfortably. Repower your OLFA Rotary Handle with H.



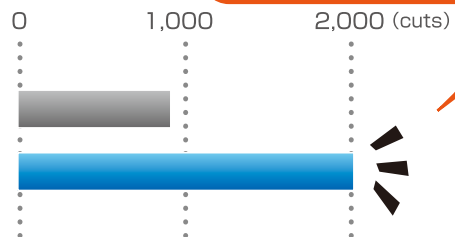
Having a round hole, the **RB45H** does fit better OLFA Rotary Cutters to provide quilters with user-friendliness of next level.



RB45H outperforms RB45 in a head-to-head comparison.

**OLFA**® **RB45 RB45H**  
**Number of cuts made without producing an uncut part on cloths**  
(Maximum of 2,000 cuts were made for testing.)

\*OLFA internal test \*Load: 2.5KGF (average) \*Handle for testing: RTY-2/C  
\*Cutting Object: Folded 900MM-wide and 0.2MM-thick cotton broadcloths in four  
\*There are manufacturing tolerances and variations in every production lot.



### TARGET MARKET & MARKET TRENDS

#### Quilt Craft Stores / Patchwork Classes / Do-It-Yourself Stores

In combination with an OLFA 45MM RTY handle, the Endurance Blade works most effectively. The price a quilter pays per every cut becomes lower as she covers the distance with it.

#### Fits all the OLFA 45MM RTY handles!!



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