

## ESK-1 ESKB-1/2B spare blades

The Compact Safety Snap Knife  
For Beginners



MODEL	ESK-1	DATE	April, 2019
PACKAGE	Paper Box	PACKAGE SIZE	(W)78 x (D)34 x (H)250 mm
BARCODE	0 91511 22071 1	0 91511 22071 1	
INNER BOX	5 pcs. 100 91511 22071 8	100 91511 22071 8	
MASTER CARTON	50 pcs. 500 91511 22071 6	500 91511 22071 6	

MODEL	ESKB-1/2B	DATE	April, 2019
PACKAGE	Blister Packed	CARD SIZE	(W)63 x (H)160 mm
BARCODE	0 91511 22072 8	0 91511 22072 8	
INNER BOX	6 pcs. 100 91511 22072 5	100 91511 22072 5	
MASTER CARTON	240 pcs. 500 91511 22072 3	500 91511 22072 3	

Function Category  
**GRAND PRIX**



## DESIGN OBJECTIVE

The new OLFA ESK-1, the entry level type of the snap-off blade utility knife, can be your possible first utility knife!

Snap-off blades have grown popular today, but we still receive those customer feedbacks saying that they are afraid of snapping off. This year OLFA, as the originator of the snap-off blade, is suggesting the world this super user-friendly knife for beginners! ESK-1

features innovative, plastic-covered safety-edge blades for high-quality cutting with a safer blade angle. Ideal for people afraid of snapping.

Three easy steps!

Cut!



Snap!



Store!



## TARGET MARKET & MARKET TRENDS

Stationery Shops / Variety Shops / Department Stores / Arts and Crafts Shops

Children love our ESK-1 that makes cutting fun while cutting through classroom materials. Though in Japan the ESK-1 was unveiled in 2018 as "Kids' Cutter", it could be an "educational" safety knife to all ages, as well as in classrooms! Won the award in Tokyo "27th STATIONERY OF THE YEAR 2018" Grand Prix in Function Category.



## FEATURES

Fun easy-to-snap  
4-segment  
snap blades.



snap-off first



Blade replaceable

Symmetrical design.  
Just rotate the blade  
for left- or right-handed use.



Plastic covered blade  
minimizes blade exposure,  
and make it look safe,  
natural and comfortable.

※Use the dedicated blade snapper  
to snap off blade.

Blade Snapper (Disposal Case)

