

RB60H-1

∞ ENDURANCE™ BLADE - PREMIUM Rotary Blade -

MODEL	RB60H-1	DATE	May, 2018
PACKAGE	Blister Packed	PACKAGE SIZE	(W)81 x (H)160 mm
BARCODE	0 91511 22044 5	0 91511 22044 5	
INNER BOX	3 pcs.	100 91511 22044 2	100 91511 22044 2
MASTER CARTON	120 pcs.	500 91511 22044 0	500 91511 22044 0

It goes an **extra distance** for what quilters pay!

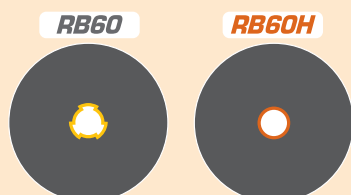


DESIGN OBJECTIVE

Quilters save much time and money in the world of cutting by the H blade.

OLFA Endurance Blade "RB60H", with its amazing long-lasting sharpness, outwears the standard RB60. The premium blade goes farther away while our classic RB60 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.



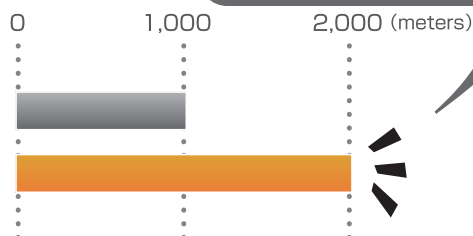
Having a round hole, the **RB60H** does fit better OLFA Rotary Cutters to provide quilters with user-friendliness of next level.



RB60H outperforms RB60 in a head-to-head comparison.

OLFA® RB60 RB60H Length of cuts made on cloths with the same load

- *OLFA internal test *Load: 0.6kgf (used this figure based on the data that RB60H needed at least 0.6kgf when it cuts 2,000 meters without uncutting parts remained)
- *Handle for testing: RTY-3/G
- *Cutting Object: four layers of cotton broadcloths
- *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 60MM 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 OLFA 60MM RTY handles!!



RTY-3/G



RTY-3/DX

