

Harold Import Company, Inc.

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HIC – Harold Import Company now offers a Lifetime Replacement Guarantee on its line of Jaccard Advanced Ceramic™ knives

JUNE 5, 2008 — Jaccard Corporation is launching the most dynamic consumer warranty in the marketplace as it rolls out its Lifetime Replacement Guarantee on its complete line of Advanced Ceramic™ knives.

Jaccard's research indicates that, while most consumers considering the purchase of a ceramic knife understand the compelling benefits over traditional stainless steel blades, they may need some reassurance on the long-term durability of the ceramic material. Jaccard's new LRG (Lifetime Replacement Guarantee) program was developed to give consumers a lifetime of confidence in its exciting new blade technology.

"We are extremely confident in the quality and performance of our Advanced Ceramic™ line," says Jaccard president Eric Wangler. "We want to reinforce the confidence that Jaccard stands for the best to both our retail trade partners and consumers. We recognize that some consumers may have some misplaced concerns about the perceived *frailty* of ceramic products in the kitchen – and we want to address those misconceptions head on."

HIC offers a complete range of the Jaccard Advanced Ceramic™ knives. The series includes the paring knife, utility knife, slicing knife, chef's knife, bread knife and santoku knife with an SRP ranging from \$49.99 to \$149.99.



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