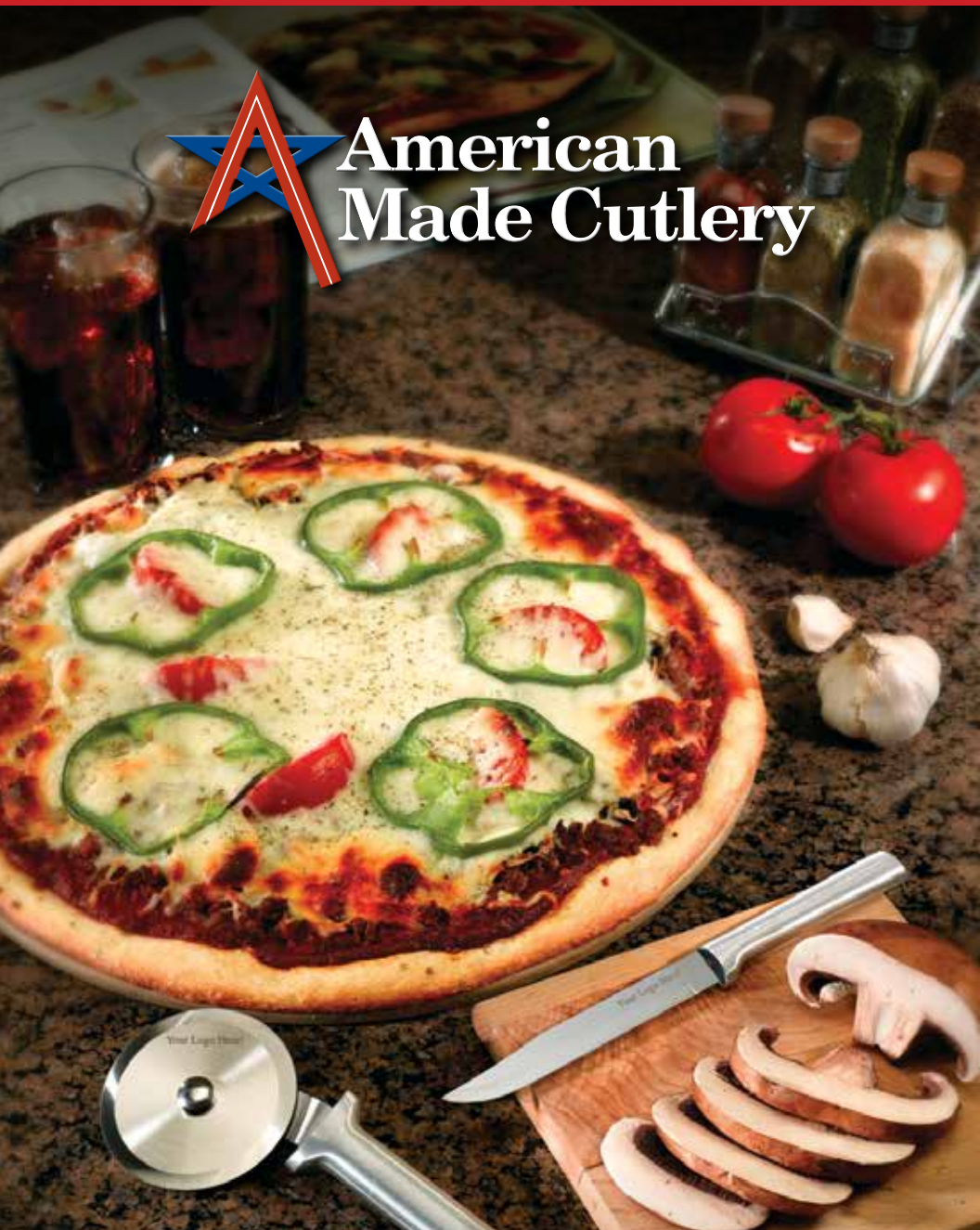


GIFT BUYER'S GUIDE



American
Made Cutlery



Made in the
 **USA**

Lifetime
 Guarantee

Welcome

Thousands of customers give American Made Cutlery kitchen knives, utensils and gift sets each year. This booklet will help you understand the unique opportunity giving American Made Cutlery can provide you.

CUT TO THE CHASE!

You may have never thought about giving cutlery to customers or employees. The purpose of this booklet is to help you understand the unique benefits of American Made Cutlery.

Benefits of Cutlery Gifts

- 1 USED** – Kitchen knives and utensils are used week after week, year after year. Imagine how many times your logo will be seen over 10, 15 or 20 years!
- 2 ENJOYED** – American Made Cutlery beats the best retail brands for less cost creating a superior value. Consider the tremendous ad value of having a subtle but permanent logo on a person's favorite cutlery item!
- 3 APPRECIATED** – The superior materials and craftsmanship of American Made Cutlery is immediately apparent to the recipient. The gift communicates that they are valued and their enjoyment will create goodwill for you as the giver.



Products Overview

We have been manufacturing kitchen cutlery since 1948 and have sold over 142 million pieces! Everything is Made in the USA and has a Lifetime Guarantee. With our manufacturing capacity and ample inventory we can help you and your distributor with your big projects with tight timelines.

Kitchen Knives

Select from a full line of kitchen knives of varying sizes and purposes.

- **Paring Knives** are often the most used knives in people's homes and are our biggest selling category.
- **Specialty Knives** include the Tomato Slicer, Cheese Knife, Vegetable Peelers, etc. These items provide for unique, memorable gifts.
- **Steak Knives** are standard in every home and are consistently top sellers in our line. We offer both serrated and non-serrated blade options.
- Additional categories include **Bread Knives**, **Meat and Poultry**, and **Chopping and Dicing**. We have numerous useful offerings in each class that are needed in the average kitchen.

Kitchen Utensils

Choose from numerous cooking utensils and serving utensils. The larger faces on utensils allows for the logo to be larger and more prominent if desired.

Gift Sets

Select from a variety of attractively packaged gift kitchen knife and utensil combinations in varying quantities and price points.



Five Sweet Reasons!

Below you will find five sweet reasons of why American Made Cutlery is an ideal gift for your customers or employees!

- 1 REMARKABLE PRODUCTS** – American Made Cutlery kitchen knives and utensils are remarkable and people love to use them.
- 2 CREATES GOODWILL** – The recipient will have such a strong appreciation for the knife or utensil. They will long remember your gift and it will create goodwill for you.
- 3 INCREDIBLE LOGO EXPOSURE** – Your logo is a permanent electric acid etch so it will be seen with every use and will give you logo exposure forever!
- 4 TREMENDOUS AD VALUE** – The prices are great but when you think about how often and long the cutlery will be used, the price is nothing short of extraordinary!
- 5 SPECTACULAR RESULTS** – Made in the USA equals remarkable quality and service. You and your client will be delighted with your results!



CONTINUITY – The extensive line of kitchen knives, utensils and gift sets allows you to select new items each year to build a collection!



Made in the
USA

Your Insider Tips

Thank You! We appreciate you giving American Made Cutlery and take pride in our products and service. Your insider tips to make you and your distributor's easier are listed below:

- **COMBINED PRICING** – If you order 25 of one knife and 25 of another knife, you can take the 50 quantity price for both. Same with gift sets.
- **SIZING ARTWORK** – Request a paper proof and we can show you what a logo will look like on a knife or utensil. We are happy to offer options for hard to fit logos.
- **LARGE ORDERS** – We can turn around large orders fast because we manufacture our kitchen knives and utensils. Think of us for your large projects with a tight schedule.
- **FAVORITES** – The most used knives in the home are paring knives. The tomato slicer and steak knives are also very popular. The most used utensils are the spreaders and servers.
- **PACKAGING** – Standard packaging for individual knives and utensils is a clear plastic bag. Clear tubes, chipboard boxes or gift boxes are optional packaging available to you.



Thank you for your consideration to giving American Made Cutlery!



KNIFE CONSTRUCTION

Hand sharpened for a razor sharp edge.

Permanent electric acid etch logo.

Made in the
USA

Stainless Steel Resin handle – hand wash & dry.

Surgical quality T420 high carbon stainless steel blades.

Hollow ground blades ensure a precision concave surface for maximum edge retention.

Finger guard for maximum protection when cutting.

Permanently cast solid aluminum brushed handles, satin finished – hand wash & dry.

Lifetime Guarantee

American Made Cutlery has proudly manufactured kitchen knives and utensils since 1948, selling over 142 million pieces of cutlery! Each knife and utensil is crafted with a minimum of 13 steps—including casting an aluminum handle to the steel to create a one-piece construction. All manufacturing and raw materials are Made in the USA and each piece of cutlery is guaranteed for life.

**Lifetime
Guarantee**



Partial view of shop floor



Casting molten aluminum for handles



Handle belting



Blade sharpening

Made in the
USA

American Made Cutlery is 100% Made in the USA – raw materials and construction!