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Calphalon® Launches Self-Sharpening Cutlery Featuring SharpIN™ Technology
In-Block Ceramic Sharpeners Automatically Sharpen So Knives Stay Sharp for a Lifetime

ATLANTA (May 6, 2015) - Calphalon, the leader in premium cookware and kitchenware, announces the launch of Self-Sharpening Cutlery featuring SharpIN™ Technology, a new innovation that automatically sharpens knives every time you use them, so they stay sharp for a lifetime.

The key to getting peak performance from kitchen knives is to have a sharp edge every time. SharpIN™ Technology consists of individual sharpeners that are built into the knife slots within the storage block, ensuring that every time a knife is removed or replaced into the storage block it is automatically sharpened at the proper angle.

“Calphalon Self-Sharpening Cutlery gives home cooks great cutting results time after time,” said Justin Bluth, Director of Brand Marketing for Calphalon. “Sharp knives cleanly and neatly slice through food, making perfect cuts and helping you finish quickly, safely and effortlessly. With SharpIN™ technology, home cooks will never have to worry about how to sharpen their knives correctly, or how often.”

Calphalon Self-Sharpening Cutlery is available in a variety of product lines, including the Classic, Contemporary and Precision. The Classic line is made from high-carbon, no-stain forged steel, while both the Contemporary and Precision lines are made from high-carbon, fully-forged German Steel. Each knife is conveniently labeled on the end of the handle for easy identification in the block. Prices range from \$129.99 to \$299.99 for full sets. All Calphalon cutlery sets featuring SharpIN™ technology come with a Full Lifetime Warranty.

Calphalon Self-Sharpening Cutlery featuring SharpIN™ Technology will be available at major kitchen retailers including Bed, Bath & Beyond, Macy’s, and Belk beginning in May 2015, and JC Penney and Kohl’s, in July 2015. Consumers can also purchase the cutlery sets on Calphalon.com.

For more information on Calphalon Self-Sharpening Cutlery or other Calphalon products, visit www.calphalon.com or visit brand social media sites at facebook.com/Calphalon and twitter.com/Calphalon.

About Calphalon

Calphalon is a leading manufacturer of professional quality cookware, cutlery, bakeware, and accessories for the home cook. Based in Atlanta, Calphalon is a part of Newell-Rubbermaid’s global portfolio.

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