

NEWSRELEASE

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Benchmade announces introduction of 7 Hook/Strap Cutter into product line

Ever wonder what a real lifesaver looks like? Well, now you know. The new 7 Hook is designed with saving your life in mind.

No flash, no hype, and definitely no shortcuts. When in a sticky situation those are certainly the last things you will be thinking about.

The 7 Hook was designed for a variety of emergency utility situations. The handle is elongated for reaching tight places in addition to supplying more stability in your grip. The rounded end of the hook provides safety from contact with the skin while the edge on the 440C blade steel slices through seatbelts, netting and clothing with ease.

The handle is covered in a black PVC coating that adds durability and grip. The steel is highly corrosion resistant so you will never have to worry about protecting it from the elements... No way, it is there to protect you from them.

This is one of those items that should be in every vehicle, boat and back pocket because you never know when trouble may strike. Luckily the 7 Hook is small enough to carry and store almost anywhere. Hang it around your neck, attach it to your belt, store it in your glove box or simply keep it in your pocket. One thing is for sure; you should always keep one near by. After all, spending only \$40 MSRP* to potentially save a life makes this purchase one of the most important ones you could make. Who knows, the life you save may be your own.

*(Manufacturer's Suggested Retail Price) All pricing in USD



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ABOUT BENCHMADE

Benchmade Knife Company has been proudly manufacturing high-end cutlery with best in class performance since 1987. Please visit www.benchmade.com for more information.