SCHRADE® ROOTED IN HISTORY, READY FOR THE FUTURE

November 10, 2022

SCHRADE ANNOUNCES NEW BRAND, LOGO, & PRODUCT OFFERING

Innovative Knives Feature Upgraded Materials, Affordable Pricing
SCHRADE is tapping into its roots and designing an exciting and innovative series of knives and tools constructed of high-quality, long-lasting materials. With knives designed for a variety of needs across a wide range of price points, SCHRADE delivers premium materials at an unmatched value.

Select Knives Made Exclusively in the USA
For the first time in 18 years, SCHRADE is producing select knives exclusively in the USA under our new Alpha & Beta Classes. Featuring premium steels, premium handle materials, and ultra-smooth operation, these USA-made knives showcase our commitment to the new direction of SCHRADE.

What's New from Schrade
Today marks a *historic* day for SCHRADE, as we commit to delivering premium quality knives and tools that embody true craftsmanship and serve as a living testament to the standard that George Schrade envisioned when he began making cutlery in 1892. Throughout our rebranding process, many great things came to life, including fresh packaging and new, innovative, and functional designs. Most importantly, we renewed our commitment to using upgraded and premium materials. We are pleased to announce exciting options for all knife and tool enthusiasts with products that span multiple price points. From upgraded, affordable options, to premium made-in-the-USA knives, we have added over 90 new products to the SCHRADE lineup for our hardworking customers. With our new line of knives and tools, you will not only see but also feel the difference.

Meet the Pack Campaign
SCHRADE will be introducing the new lineup over the coming weeks with our Meet the Pack Campaign. Featuring product spotlight videos and everyone's favorite: GIVEAWAYS! For a chance to win free SCHRADE products, be sure to follow us on social media & join our email subscription list by visiting www.schrade.com.

About SCHRADE®
Headquartered in Columbia, MO, SCHRADE is an ICONIC cutlery brand with a rich history. SCHRADE gives consumers the ability to "Lead the Pack" by offering a wide range of high-quality knives and tools. Whether you need the latest and greatest for EDC, Hunting, Bushcraft, or Tools, we've got you covered. SCHRADE is Rooted in History, Ready for the Future. For more information, visit www.schrade.com

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