

## SWIZA TICK TOOL A WORLD FIRST IN A SWISS KNIFE



Known for leading with innovative designs and cutting-edge products, SWIZA introduces the new SWIZA TICK TOOL. With a pending patent, this is the first Swiss Knife that includes a tool specifically designed to remove ticks. Because the urban rebel isn't confined to the city.

"Comparing the SWIZA TICK TOOL to other tick-removal devices, it is a very good solution to enable pocket knife users to remove a tick. It perfectly complements our tick-prevention app, because when it comes to tick bites, it is very important to react quickly and remove the tick as early as possible, in the correct way," says Prof. Dr Jürg Grunder, co-founder of the ZHAW Spin-off A&K Strategy GMbH that has developed an app for information on ticks.

SWIZA believes in safety always. People who enjoy walking outdoors, especially in tall grassy areas and woodlands, are at higher risk of being bitten by a tick, especially during the spring and summer months. Whether you travel to these areas for business or pleasure, be sure to protect yourself by wearing appropriate clothing, and always carrying a SWIZA TICK TOOL to safely remove any ticks from yourself, your family or your pets.

Top quality finishes and using only premium materials are signature to SWIZA, sure to please all who appreciate contemporary design and sophisticated form. As with all SWIZA Swiss Knives, the SWIZA TICK TOOL is made in Delémont, to the high quality standards of Switzerland.

SWIZA TT03 TICK TOOL



#### Swiss made quality

The SWIZA TICK TOOL's 75 mm blade is forged from a chrome and molybdenum alloy to obtain an extra strong, durable and tenacious blade and polished to an impervious stainless steel finish (440/57 HRc stainless steel) with a die-cut slot on the spine for easy opening with either the left or right hand. Equipped with an ingenious safety locking system, folding the blade back is as simple as pressing on the SWIZA cross, beautifully integrated in the soft-touch handle. As with all SWIZA pocket knives, the tools and plates of the SWIZA TICK TOOL have expert finishing and edging applied, and the ergonomic shape makes all tools easily accessible. The knife is available in our four exciting colours: SWIZA Red, Ebony Black, Orange, or Olive Camouflage.

#### Tick tool

The added tick tool is an inventive idea from the brand that already has a Red Dot Award for stylish design under their belt: the integrated magnifying glass makes it easy to locate the tiny parasite and it's made of plastic to provide the flexibility you need to position the tool in the right place. The v-shaped cleft tip of the tick tool is particularly efficient to remove the tick, and SWIZA's quality guarantee ensures easy replacement of the tick tool should it break. By removing the tick as soon as possible, you'll reduce the chance of getting infected with Lyme Disease. Providing you with the right tool for the job is just another reason why SWIZA continues to innovate and challenge the norm of Swiss Knife design.

#### What you need to know about ticks

Ticks are small spiderlike animals (classified as Arachnida) that live on low vegetation at ground level. They lie in waiting for passing animals or humans to be brushed off of the plant, clings on the host, fasten themselves onto the skin and feed on blood.

Most ticks don't carry diseases, and most tick bites don't cause serious health problems. However, to avoid the risk of contracting one of the varieties of tick-borne diseases, it is important to remove a tick as soon as you find it, and to ensure the whole creature is removed. Removing the tick's head will prevent infection of the skin where it bit, and removing the body will help to avoid the infection with Borrelia bacteria. Lyme disease is a bacterial disease caused by Borrelia. The Borrelia are in the gut of the tick and are transmitted while the tick is feeding. There exists no vaccination available for protection of Lyme disease, but it can be treated with antibiotics and if detected in time, completely healed. In Switzerland the Federal Office of Public Health counts every year between 8.000 and 12.000 cases of new Borrelia infections. Tickborne encephalitis (TBE) is caused by the TBE virus in the saliva of the tick. The tick transmits the virus immediately after biting. The TBE virus multiples in human nerve cells. Approximately 1% of yearly 100 to 250 patients that develop neurological symptoms die of TBE. A vaccination prior to infection with TBE is available and provides effective protection.

Found throughout the world, the occurrence of ticks is increasing and expanding further north. According to global centres for disease control, while ticks have always presented health risks, the prevalence and severity of infection is increasing and developing into a significant emerging problem. Scientists think that the moving of ticks into new areas has to do with the removal of forests which naturally recreates grasslands, and by creating grasslands by planting grains as food sources.

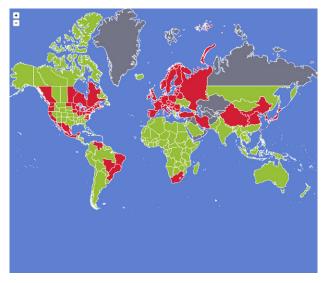


Also, climate change and global warming is causing previously cold areas to become hotter, or to warm earlier in spring, enabling ticks to proliferate faster.

# The SWIZA TICK TOOL is perfectly designed for the safe and effective removal of all types of ticks.

#### Who's at risk?

People most typically at risk are outdoor sportsmen and women, all those that enjoy hiking and camping, children playing outdoors, and those involved in farming activities or interacting regularly with horses, dogs and cats. Tick bites occur most often during early spring to late summer, in areas of tall grasses and woodlands, and where there are many farmed animals or domestic pets.



Overview of Lyme Borreliosis, the most widespread tick-borne disease worldwide.

Source: http://www.cvbd.org/en/occurrence-maps/world-map/

### If you get bitten

As soon as possible, remove the tick, wash the site of the bite, and disinfect the area. Usually, this is all that is needed. However, watch for any signs of illness that develop in a period of days to weeks after the tick bite. The symptoms experienced depend on the particular microbe that is transmitted. If you do start to feel ill a few days after spending time outdoors or if you detect a circular skin rash around the site of the tick bite, patients should be examined by a doctor for a suspected tick-borne disease infection.

#### A tick prevention app to download

In order to prevent tick bites and identify Lyme disease infections early on, a digital application was developed in Switzerland by A&K Strategy GmbH, a spin-off of ZHAW Zurich University of Applied Sciences with the technical assistance of the Federal Office of Public Health. Initiated by Werner Tischhauser, scientist and tick specialist, and Prof. Dr Jürg Grunder, Director of ZHAW Research Group Phytomedicine, this prevention app informs about the protective means, displays the current tick risk in a specific area (only in Switzerland and Liechtenstein) and offers a tick bite diary for monitoring bites.

The tick app is available for free for iOS- and Android-smartphones and -tablets.

www.zecke-tique-tick.ch

Android : http://play.google.com/store/apps/details?id=com.garzotto.zecke iOS : http://appstore.com/apps/Zecke







SWIZA TT03 TICK TOOL KNI.0070.1000



SWIZA TT03 TICK TOOL KNI.0070.2050



SWIZA TT05 TICK TOOL KNI.0090.1000



SWIZA TT05 TICK TOOL KNI.0090.2050



SWIZA TT03 TICK TOOL KNI.0070.1010



SWIZA TT03 TICK TOOL KNI.0070.2060



SWIZA TT05 TICK TOOL KNI.0090.1010



SWIZA TT05 TICK TOOL KNI.0090.2060

The new SWIZA TICK TOOL will be available in two versions at all SWIZA points of sale or via our online shop, www.swiza.com.

The SWIZA TT03 TICK TOOL is equipped with 11 functions:

- 75mm blade with safety lock
- Tick Tool with magnifying glass
- Punch / reamer awl with sewing eye
- Bottle opener with flat head screwdriver No. 3 & wire bender
- Sommelier corkscrew
- Tweezers
- Recommended retail price: KNI.0070.1000/1010 CHF 39.00 KNI.0070.2050/2060 CHF 45.00
- Launch: end of March 2018

The SWIZA TT05 TICK TOOL is equipped with 12 functions.

- 75mm blade with safety lock
- Saw
- Tick Tool with magnifying glass
- Punch / reamer awl with sewing eye
- Bottle opener with flat head screwdriver No. 3 & wire bender
- Sommelier corkscrew
- Tweezers
  - Recommended retail price:

     KNI.0090.1000/1010
     CHF 53.00

     KNI.0090.2050/2060
     CHF 59.00
- Launch: end of May 2018



## ABOUT SWIZA DISRUPTIVE. NOT CONVENTIONAL.

Setting trends and leading new generations. The new SWIZA is made up of passionate visionaries who are rethinking urban style. Building on the well-establish and rich background of horology and cutlery manufacturing in Delémont, SWIZA has redesigned a new brand of pocket knives and watches to meet the demands of next-generation style.

A lifestyle brand for people on the go, SWIZA is developing versatile, durable, affordable, and thoughtfully designed products.

SWIZA is an iconic, global and truly authentic Swiss brand, offering excellent quality at affordable prices. It's young. It's dynamic. It's a rebel with a cause.

www.swiza-watch.com www.swiza.com

For more information:

#### SWIZA

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