

## FOR IMMEDIATE RELEASE

### BUCK KNIVES EXPANDS EVERYDAY CATEGORY

*More options in Rival Series, new handle materials, and a new line of lightweight options now available*



Buck Knives has introduced a variety of new knives, including expansions to their everyday category designed specifically for everyday use in the field or at home.

A new model of the **Inertia** is now available. Featuring a nylon handle, the assisted opening **Inertia** has been redesigned to reduce weight and offer a more ergonomic fit. Competitively priced, the Inertia sports an upgraded spring material that allows for fast and smooth opening and heavy-duty fasteners that enhance the durable construction while increasing the aesthetic appeal. MSRP: \$60. Made in the USA.

Just the right size to fit in your pocket, the new **Alumni** knives are extremely lightweight and affordable. The Alumni features a 420HC stainless steel blade with an anodized aluminum handle available in black, blue, gray, and gold color options. The nail notch in the blade makes this knife easy to open, while the lockback design locks it open for safety. Colorful, lightweight, and compact, the Alumni pocket knife is slim enough for the smallest of pockets and a perfect everyday carry option. The Alumni was designed for adding corporate logos and engraving to the blade and handle. MSRP: \$30. Made in the USA.

The sleek new addition to the Rival family, the **363 Rival SS** and the **366 Rival III** feature ergonomic nylon handles and are constructed with 420HC steel. The Rival family now consists of four different knives, ranging in size to meet the ever expanding everyday needs. MSRP: \$22.50-\$37. Made in the USA.

The additions to the everyday category all feature blades finished with Buck's advanced Edge2x™ technology that makes them sharper out of the box, hold an edge longer, and easier to re-sharpen. All are made in the USA and backed by Buck's respected Forever Warranty.

*Note: Models listed are just highlights of new products from Buck for 2018. For more details, images or other information, please contact Rachel Rogers: (208) 262-0500 x104; or [RRogers@buckknives.com](mailto:RRogers@buckknives.com)*

#### About Buck Knives:

*Behind every Buck knife is over 100 years of experience and craftsmanship. The very best materials and state-of-the-art technology are used to create knives that meet the exacting demands expected of a high quality knife. Buck stands behind every knife made with their famous Forever Warranty.*

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EST.  1902