



PRESS RELEASE
October 12th, 2020

OLFA Corporation
2-11-8 Higashi-Nakamoto
Higashinari, Osaka, Japan

OLFA Corporation announces the opening of two new North American subsidiaries.

Accepting & shipping purchase orders commencing December 7th, 2020.

Osaka, Japan – October 12th, 2020: Today, OLFA Corporation, creator of the snap-off cutter, announced the establishment of two new companies in North America to strengthen its sales and marketing capabilities and to realize rapid product development. Both companies are wholly owned subsidiaries of OLFA Corporation and sales activities will commence from December 7, 2020 for both companies.

OLFA NORTH AMERICA INC.

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Objective of establishing North American subsidiaries

OLFA Corporation has long been selling products in North America through its distributor “Corelle Brands”. As a result, the OLFA brand of products have maintained a high reputation in the North American market. Effective December 5th, 2020 the distribution of OLFA products to customers in North American will transition from “Corelle Brands” to OLFA’s two new companies.

OLFA Corporation President & CEO, Shinichi Okada said “OLFA has established the two new companies to better grasp the needs of the ever-changing market in North America and to develop additional new products. These companies will strengthen the sales and marketing reach of the OLFA brand in North America.”

Sales activities of the two new companies

OLFA will begin accepting and shipping purchase orders in both the United States and Canada commencing December 7th, 2020.



Contacts

Please contact OLFA North America for any inquiries regarding OLFA products.

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About OLFA Corporation

Ever since Yoshio Okada, the founder of Corporation, invented the world's first snap-off blade cutter in 1956, OLFA has been committed to developing practical and safe hand-held cutting tools. OLFA brand blades are made with top quality materials, forged with technologies that stem from traditional sword-making, sharpened with technologies that give a blade life, and ultimately finished with the craftsmanship that brings all this together. The holders and handles that allow users to gain the full cutting performance of these high-quality blades are designed, developed, and manufactured in Japan and subjected to stringent quality checks throughout the process. OLFA is proud of the unwavering quality that goes into every product it makes.