



**W.R. CASE & SONS CUTLERY COMPANY DEBUTS
NEWEST COLLABORATION WITH SOUTHERN GRIND**

The CG01 is Case's latest collaboration design at BLADE Show 2018



June 1, 2018, Bradford, PA – W.R. Case & Sons Cutlery Co. is proud to announce the Case XX® CG01 debuting at BLADE Show 2018 in Atlanta from June 1-3. This knife is the first in the Case family manufactured by Southern Grind, multiplatinum GRAMMY Award-winning artist Zac Brown's Georgia-based metal shop.

These knives feature a “flipper” style assisted opening function, which allows the user to depress a small lever along the spine of the blade which assists the knife into its open and locked position. The collection of Case XX® CG01 Flipper knives come in both tanto and drop point blade styles made of S35VN steel, a high performance alloy known for its quality, wear resistance and toughness. The knives feature a stone washed blade accompanied by a red or a black anodized handle, a lanyard hole and compact pocket clip.

The knife's name, “CG01” is an acronym which symbolizes the collaborative spirit of this project. “C” for Case, “G” for Southern Grind, and “01” signifies the first such project between these two influential American manufacturers.

Zac Brown stated, “Our philosophy as a company is to build...tools that add value every day. Our approach to making knives is complimentary to theirs (Case). I love knowing that I'm supporting an American company and we're excited to align with them.”

Case and Southern Grind officially kicked off an alliance with the introduction Zac Brown Band “My Old Man” Case Trapper Gift Set in 2017. A longtime knife enthusiast, Zac Brown established Southern Grind in 2010 to create dependable and functional knives that are made in America. Consistent with Zac's passion of giving back to the community, Southern Grind also supports the continued development of Camp Southern Ground, an inclusive camp for children with neuro-developmental disorders and those with family members serving in the military.

The line of CG01 knives will be available for purchase from Case authorized dealers, excluding Canada, and on caseknives.com, starting June of 2018. MSRP: \$199.99

For additional information, please visit caseknives.com

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ABOUT W.R. CASE & SONS CUTLERY COMPANY

W.R. Case & Sons Cutlery Company is an American manufacturer of premium knives that are built on a legacy of quality and perseverance. Based in Bradford, Pennsylvania, Case's offerings cover a wide range of product categories, from traditional folding pocket knives to fixed blade sporting knives. Since 1889, Case has been building knives with integrity for people of integrity, and that legacy continues today. Case is owned by Zippo Manufacturing Company, makers of the world famous Zippo® windproof lighter. Call (800) 523-6350 or visit caseknives.com for more information; you can also follow Case (@WRCase) on [Facebook](#), [Twitter](#) and [Instagram](#).

ABOUT SOUTHERN GRIND

Southern Grind, Zac Brown's Georgia-based knife company, offers unrivaled knife lines and unique metal works made by American hands using extremely high quality materials and an unparalleled attention to detail. You can also follow Southern Grind on [Facebook](#) and [Instagram](#). For more information on Southern Grind, please contact Alyssa Goodman (alyssa@southerngrind.com) at (404) 941-3480.

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