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NEW MICROPLANE® GRIP'N STRIP

RUSSELLVILLE, AR (August 2017) – Microplane®'s new **Grip'n Strip**, an innovatively designed vegetable and fruit peeler, joins the company's growing collection of extraordinarily sharp and efficient premium kitchen gadgets. Crafted in two blade styles - **Straight** in three colors **Black**, **Red** and **Green**, and **Serrated** in **Black** will be available in September 2017 for \$7.98 suggested retail.

The **Grip'n Strip** features a unique multi-positional round shape that makes it possible to grip the tool any way that's most comfortable for the user. Perfect for anyone, whether right or left-handed, the **Grip'n Strip's** ergonomically wide and circular design also makes it an ideal tool for people with arthritic hands. Fast, efficient and simple to use, the **Grip'n Strip's** razor-sharp twin blades swivel and self adjust to the surface of each ingredient being peeled for optimum results.

Grip'n Strip's Serrated blade features sharp teeth that firmly grasp and efficiently peel the smooth skin of soft foods, such as tomatoes, kiwis and peaches. The



Straight blade version of the **Grip'n Strip** effectively peels an array of vegetables and fruits with thin and thicker skins, such as potatoes, carrots and cucumbers. Incorporated into the new prep tool is a small protruding piece that effectively removes potato eyes and other blemishes.

Dishwasher safe, the Microplane **Grip'n Strip** comes with a reusable, hand-washable cover to protect the blade in storage.

For more information on the **Grip'n Strip** and other premium quality kitchen tools from Microplane, consumers are welcomed to visit the company's Web site:

www.microplane.com, or call toll-free 1-800-555-2767.

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Based in Russellville, Arkansas, 2014 marked the 20th anniversary of Microplane®, a premier global kitchen products brand, renowned for engineering exceptionally sharp and effective culinary tools. First created in 1990 as a new form of woodworking tool, the original Microplane® did not find its way into the kitchen until 1994. Since that time, Microplane® graters have found enthusiastic support from professional chefs and domestic cooks and have earned a permanent place in restaurants and home kitchens around the world. Most recently, Microplane® has entered the Personal Care arena with its highly effective, professional quality foot files and accessories.

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