



FOR IMMEDIATE RELEASE

Fisher Barton launches the LaserEdge® Mower Blade that “cuts itself sharp” at GIE+EXPO

LOUISVILLE, KY. (Oct. 19, 2016) – Fisher Barton, the leading producer of lawn mower blades worldwide, has introduced its new line of self-sharpening lawn mower blades: LaserEdge® with EverSharp™ technology at the 2016 GIE+Expo today. Engineered with end users in mind, LaserEdge® EverSharp™ blades spare the hassle and downtime associated with dull mower blades.

LaserEdge® is the first mower blade of its kind. Featuring Fisher Barton’s EverSharp™ advanced edge, the hardened steel blade actually sharpens itself while in use, eliminating the need to *ever* sharpen the blade.

“Fisher Barton has consistently been focused on bringing innovative solutions to our customers and this is the most significant innovation to lawnmower blades since Fisher Barton’s introduction of Marbain”, said Andy Strupp, Vice President of Sales & Marketing, “LaserEdge® EverSharp™ helps solve many of the issues that heavy users experience including frequent downtime due to blade sharpening and the ill-effects of cutting with dull mower blades”.

With less equipment downtime, and a consistent high-quality cut, LaserEdge® blades deliver superior performance to more acres than ever before. LaserEdge is the “blade that cuts itself sharp”.

LaserEdge® is available through Original Equipment Manufacturer (OEM) channels. Learn more at laser-edge.com.

The LaserEdge logo features the word 'LASER' in black and 'EDGE' in red, with a yellow starburst graphic between the two words. A thin yellow horizontal line passes through the starburst and the 'E' in 'EDGE'. A registered trademark symbol (®) is located to the right of the word 'EDGE'.

Fisher Barton Blades, a part of the Fisher Barton Group, is the turf care industry’s leading producer of lawn mower blades. Utilizing the aligned resources of more than 900 employees, from ten partner companies, Fisher Barton Blades is able to develop and deliver cutting edge innovations to OE partners through advanced blade technology.