

# **Füritechnics USA Inc.**

*leading innovators and experts in pro cook's tools*

## **FÜRI'S FX EAST/WEST KNIFE IS FINALIST IN HOUSEWARES DESIGN COMPETITION**

### **FOR IMMEDIATE RELEASE**

**November 28, 2006, San Francisco, CA. Füri FX East/West Coppertail Knife is a Cutlery Category Finalist for 2007 Design Awards.** Since its debut, this knife has been a chef favorite—and now the judges agree. Mark Henry the chief design engineer said, “We are honored to be recognized by the industry for our design innovations and technological expertise. The FX line represents Füritechnics’ finest contribution to high performance professional knives for chefs.”

### **Design challenge and solution**

Füritechnics developed the FX forging technology to overcome the hygiene and durability problems found in traditional plastic or wood handled knives and “designer” metal knives.



**FX East/West Coppertail Knife**

The FX knife line is made using the innovative Forged eXoskeleton method [FX is for Forged eXoskeleton], to ensure FX is stronger, more hygienic, and more durable than traditional knives. Three separate parts are fused into one seamless piece: instead of adding handle parts around a forged straight tang in the traditional way, the FX handle *is* the tang.

Not to be confused with regular Santoku knives, the East/West blade shape was developed in 1998 by the engineers and chefs at Füritechnics Australia, well before the recent trend for ‘Japanese style’ knives. Answering the needs of hardworking chefs, Füri’s FX East/West 8” knife is more productive than either a chef knife or Santoku because it combines both; allowing cooks to switch quickly between a rocking/sawing cut (like a chef knife) and a chopping cut (like a Santoku), or a slicing motion (like a carving knife). The scalloped edge simply reduces friction to make slicing easier.

Cont’d next page

## Füri FX Knives

Page two

### **How the product form reflects its function**

Mark Henry, Managing Director and chief engineer says: “After 16 years in this industry, and knowing my competitors very well, I truly believe that FX knives are now the very pinnacle of knife technology available today.”

- The FX has these technically superior features:
  - The FX is a world first; it is manufactured using an innovative, Australian designed engineering process, which increases the strength of the knife and improves overall durability. With care, the FX will last for generations and comes with a limited lifetime warranty to prove it.
  - The innovative ‘Coppertail’ has been designed to make rebalancing the FX knife quick and easy, so the FX will always feel comfortable in the hand. To rebalance the knife, the user only needs to grind off a small amount of the copper to the correct weight.
  - All FX knives are factory sharpened with the patented Füri Tech Edge professional sharpening system. This technically superior sharpening method is guaranteed to give the sharpest edge around, making every cutting, slicing, carving and dicing job a clean and pleasant experience.

### **More on Füri FX**

- [FX Forged Method](#) (press control + click for link)
- [East/West Story](#) (press control + click for link)

**Where to buy:** In the USA, Füri FX knives can be found on Amazon.com, Sur La Table stores, and specialty gourmet/chef stores.

### ***ABOUT FÜRITECHNICS--Leading Innovators and Experts in Professional Cook's Tools***

Füritechnics designs and manufactures high quality and high performance tools for chefs and home cooks. Founded in 1996 by mechanical engineer Mark Henry in Brisbane, Australia, Füri's knives and sharpeners utilize patented technology for superior hygiene, durability, comfort, grip and ease of sharpening.

[www.furitechnics.com](http://www.furitechnics.com)