

PRESS RELEASE FOR IMMEDIATE PUBLICATION

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Blue Marlin even more racier thanks to the exclusive “Blue Marlin Blade“ concept

With the “Blue Marlin“ brand, Profloor Technology, in promoting its vision of providing floor layers with the best possible products, has often made a lasting impression: the highest quality, elegant materials, ergonomic design and trend-setting technologies that are continuously being further developed, either in the company’s own development department or in conjunction with partners from different industries, are combined to produce exceptional tools that clearly stand apart from those of rivals in the global market and are used as the benchmark by the floor laying industry.

Solingen quality and Blue Marlin design

Following in the tradition of the excellent knife that received the red dot award for product design, Profloor Technology has now placed a unique concept centre stage for professional blades: the result of a partnership with a renowned traditional company in Solingen, Germany, is a titanium blade family that has to be seen to be believed. A project team from both companies succeeded in creating the optimum balance between maximum thickness of the coating and the greatest possible sharpness of the blade to give a clean and precise cut. Here, too, the aim of Profloor Technology was to fulfil the needs of the floor covering industry to the best of its ability and launch another top quality product on the market.

Steel and titanium – a hard duo

A further special feature of the “Blue Marlin Blades“ is the hard material coating of titanium. This is applied to the hardened steel base element in an extensive and highly complex technical production process. This results in a much greater hardness of the blade: compared to uncoated blades the “Blue Marlin Blades“ possess an extended life and considerable resistance to wear and tear. Moreover, the titanium coating not only ensures incredible hardness but also has a smooth surface with only a slight coefficient of friction, making cutting that more easy. To make the exceptional blades even more unique they are subjected to a bluing process. Oxides of differing compositions and strengths form on the surface of the blade to give the typical Blue Marlin blue colour. This bluing also protects the “Blue Marlin Blade“ against corrosion.

A nifty number

The final touch to the exclusive blade concept is afforded by a unique detail and absolute first in the industry: no blade remains anonymous as it is given a number for identification purposes. Based on this numbering system the product quality of each blade can be traced down to the last detail to satisfy the highest quality standards for which the Blue Marlin brand is renowned.



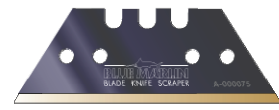
The Blue Marlin blade concept



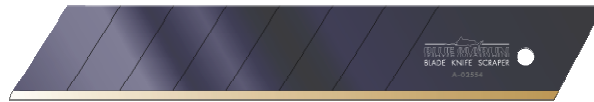
Hook blade small



Hook blade big



Trapezoid blade



Segmented blade 18 mm

Exclusive packaging design

The innovative concept is rounded off by the exceptionally elegant design of the packaging. High-gloss, ocean-blue aluminium tins that are exclusively manufactured for the Blue Marlin brand provide space for 100 stylish blades. Apart from the aesthetically pleasing tin the Blue Marlin logo embossed on the lid is another design highlight that further underlines the value of the Blue Marlin products.



Ever since its foundation in 1996, Profloor Technology GmbH, headquartered in Switzerland, has been a leader in the development and production of award-winning tools and machines for the floor covering industry. Global patents, a dense production network in Eastern Europe and Asia as well as exclusive development know-how and consistent high quality are success factors that have made Profloor Technology a global player within in the trade. A finely woven distribution network markets Profloor Technology products in Europe, USA and Australia under the recognised and protected Shark logo as well as private label products.

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