



NORTH AMERICA

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For Immediate Release

**DAHLE NORTH AMERICA BREAKS INTO SCRAPBOOK MARKET
WITH THE INTRODUCTION OF ITS NEW TRIM RULER**

Peterborough, NH, January 1, 2003 - Add a personal touch to your next project with Dahle's new Scrapbooking Trim Ruler. With the change of a cutting head, you have the ability to trim paper, crop photographs and create beautiful scrapbooks. The Trim Ruler includes a straight, wavy and perforated cutting head as well as a cutting mat.

Safety is an important feature built-in to this trimmer. The circular cutting blade is fully enclosed inside a plastic cutting head, which virtually eliminates the chance of an accident. In the event that the blade needs to be replaced, the entire cutting head is replaceable so the user never has to touch the blade.

"We've offered items for the scrapbook industry for years, but I think our Scrapbooking Trim Ruler will make us a common name among other scrappers," said Chuck Cannon, National Sales Manager, Dahle North America, Inc. "This tool is safe, easy to use and portable for just about any application."

The cutting mat features preprinted measuring grids for quicker paper alignment and since the ruler does not have a fixed base, there's no limit to the size you can cut. Dahle's Scrapbooking Trim Ruler is affordably and a must have tool for scrapbookers, craft hobbyists and photographers.

Dahle North America, Inc. is a fully integrated manufacturer and distributor of art and craft tools, business machines and office products with a brand name recognized for quality and precision. Dahle markets more than 300 products, including paper cutters and trimmers, cutting mats and scissors, and pencil sharpeners, for the home, office, and art markets

For more information on Dahle products please call (800) 243-8145 or visit their website at www.dahleusa.com.