

DISADVANTAGES OF COMMON KNIVES

Objective: Educate customers on problems of ineffective knives and to identify need for quality cutlery

CHEAP HANDLES:

WOOD HANDLE SETS

HAVE YOU EVER...?

- Have you ever felt a waxy wooden handle?
That's because...
- Porous-absorbs water, oils, grease, food
- Bacteria begins to grow inside them
- We touch bacteria, then touch our food
- Recent studies at Univ. of Wisconsin – found more bacteria inside sponges and inside kitchen sinks than in toilets
- That is absolutely disgusting
- Finding out the same thing about wooden handles
- Manufacturers do not put in dishwashers because they know wood rots from the inside out (i.e. old porches)
- Inside is a playground for bacteria to grow/fester
- If you break one open, it's black and slimy inside.
- I'm not saying everyone who uses one will die, but there have been enough conclusive/direct links between wooden handles/food poisoning that I think it's a pretty serious thing when restaurants stop using them.

LOW GRADE STEEL:

CARBON STEEL SETS

HAVE YOU EVER...?

- Have you ever seen a blade rust? That's because...
- Is the type of steel that holds a great edge, but...
- Rusts, stains, and corrodes very easily
- Extremely unsanitary
- Manufacturers do not use it any more for kitchen knives

PLASTIC HANDLE SETS

HAVE YOU EVER...?

- Have you ever seen a plastic handle melt or have the blade pop out of a plastic handle?
That's because...
- Usually glued on
- Heat from dishwasher melts down glue
- It can come apart when it is being used
- Usually straight handle design
- When it becomes wet, very slippery
- Much more likely to cut yourself with a plastic handled knife than with any other kind of handle
- Not to mention, kids aren't nearly as careful with knives as adults are, so why give them an unsafe knife.

So you can either use a safe handle like wood that is extremely unsanitary or you can use a sanitary handle like plastic that is very unsafe.

STAINLESS STEEL SETS

HAVE YOU EVER...?

- **Have you ever had a really shiny knife that can't even cut through soft bread? That's because...**
- Manufacturers started using stainless steel because they knew how unsanitary carbon was.
- Stainless is more sanitary, but it is the type of steel that **can not** hold an edge- very dull
- Performance – takes a lot more effort to do jobs
- Unsafe – the more dull a knife is, the more pressure is required to force through the food (easier to slip and cut yourself)
- Boy Scouts =sharp knife=safe knife

So you can either use a sharp knife which is extremely unsanitary or you can use a sanitary knife which is very dull,i.e. a pain and unsafe.

STRAIGHT EDGE SETS

The problem with straight edges is that they constantly go dull as a result of friction created when you rub them against a cutting board or glass plate. When they go dull they are so annoying to use and very dangerous cause they require using extra pressure which usually causes a person to slip and cut themselves. Same problem with dull razor blades in the bathroom. The fact that straight edges create so many problems is why people who own Henckels are replacing their knives with a SET of Cutco. Henckels is a good product line because it has good materials that go into the product however a lot of people have been complaining that the straight edges go dull right away and the straight handles are uncomfortable to use. So our customers have been replacing their Henckels with a SET of Cutco.

CONSTRUCTION:

TANG

- Continuation of blade into handle
- Most knives have a partial tang
- Puts added stress on the blade, can cause it to snap or break when it is being used/unsafe
- Also bends when being used (easier for user to be cut)

RIVETS

- Usually brass – expands/contracts when hot/cold
- Can pop out = blade useless or creates cracks around rivets which traps food underneath rivets
- Bacteria grow in these cracks
- Green ring around rivet means mold
- Very unsanitary

End of Junky Knife Page

Mrs. Jones did you see a problem there, people are tired of using junky knives because they are so inconvenient such a chore to use. So most of my customers are switching to using a SET of Cutco, not because they necessarily need it like they need water to survive but because they see how much more convenient it is to use a good product line. Most people own their knives for 15 years, but the funny thing is that they're only designed to work properly for one or two of those years. So they end up using dangerous and unsafe tools. Isn't that really silly?

LEAD OUT: Let me show you how the SET of CUTCO has solved all these problems...

Features and Benefits of Cutco

“There are five features that make CUTCO® the *World's Finest Set of Cutlery!*”

“What do you notice that is different about the handle?”

(Take out the Petite Carver and hand it to the customer)

Universal

Wedge-Lock

Handle

1. Designed by Dr. Thomas Lamb—studied over 700 pairs of hands.
2. _____ feature—not found on any other knife.
3. Its _____ handle fits any size hand—right, left, big, or small.
4. Thumb and forefinger lock into place for better control and safety.
5. More _____ design—reduces hand fatigue and slipping.

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**Thermo-Resin
Handle**

1. Not a cheap wood or plastic.
2. It resists melting, chipping, cracking, and breaking.
3. It won't fade, stain, or absorb moisture or bacteria.
4. It is non-porous and _____.
5. _____ safe.

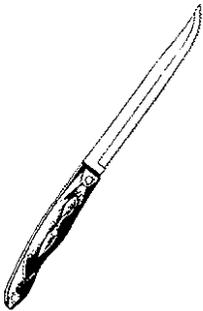
Handle Construction

1. _____ tang construction, using three _____ - _____ rivets.
2. Tang extends full length of handle for extra _____ and balance.
3. Triple rivets are flush with handle, eliminating gaps & spaces (sanitary).

**High Carbon
Surgical Stainless
Steel**

1. Similar to the type of steel doctors use in surgical instruments.
2. Like _____, it resists rusting, pitting, or corroding and is easy to clean. (Very sanitary!)
3. Like _____ steel, it resists dulling and holds a sharp edge.
4. It's the highest quality steel available for kitchen cutlery.

"Mrs. _____, what I need you to do is get your favorite serrated-edge and straight-edge knives and a steak knife so we can compare how the different types of edges work."



Why we cut rope:

It's tough and fibrous like vegetables and cooked meats.
It will not hurt the knife edge.

Perform rope cutting demonstration:

Customer's straight edge and serrated edge, then DD edge of the Petite Carver

(Hold the rope with both hands. Place the back end of the blade on the rope. Pull with one, long stroke and then go back and forth. Use the same motion with each knife.)

"The reason this edge works so well is because it's not serrated!"

Double D® Edge

1. This edge has three straight edges that are protected by the points.
2. Cuts forward, backward and straight down (*Point to picture*).
3. Doesn't rip & tear like a serrated edge, it cuts like a straight edge.
4. Points _____ recessed edges from dulling on cutting boards and other hard surfaces.
5. If used properly, the DD edge will remain sharp for up to _____ years.

Mrs. Jones, did you see a pattern there? We put a ton of money, a ton of time and used the best possible materials because we needed Cutco to essentially last forever and the reason why is because we have a forever guarantee. Now Mrs. Jones before I explain the guarantee, I want you to understand that Cutco is not a luxury item. It is not like a solid gold pen. All the money we put into Cutco doesn't make it a luxurious product with unnecessary features, all of our features make Cutco function better not just look cool.