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**MEDIA RELEASE**  
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## **Design Award win to Wiltshire Staysharp MK4**

### **Australian International Design Awards.**

In recognition of design and innovation excellence, Wiltshire Staysharp MK4, the new generation of iconic Wiltshire Staysharp knives, scissors and knife blocks, has won a Design Award in the consumer category of the 2011 Australian International Design Awards.

"Wiltshire Staysharp is such a heritage brand for Australia, with an iconic position in the marketplace. We are thrilled that it has won a Design Award. It is also great recognition for the people who put so much effort into creating the new product, using the latest technology to bring Australia's best-loved knife into the 21st century!" says Julian Pidcock, marketing director at McPherson's Consumer Products, the company behind the Wiltshire brand.

Brandon Gien, managing director of Good Design Australia, the organisation that presents the Award, said all entries underwent a thorough physical inspection assessing form, function, quality, safety, sustainability, innovation and best in class design.

"Award winners are the result of unwavering dedication to good design and commitment to a professional design process. Innovation, creativity and attention to detail are clearly at the heart of each project," Gien said.

Originally designed in Australia back in the 1960's, Wiltshire Staysharp was a world first then – and is still the only self-sharpening knife in the market.

The new MK4 range has a number of innovative updates from the original. Each knife comes with its own scabbard that incorporates not just a sharpener but also a honer. As the knife is removed from the casing, the blade is both sharpened and honed in one action. Each knife block in the range features the same technology with the device built into the block.

A circular hole in the stainless steel blade may appear to be a funky design addition but it is also part of the new, advanced technology locking system which ensures the blade is held securely within the housing when not in use. This not only protects the blade from damage, but keeps it safely away from fingers.

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The scabbard design can be taken apart for easy cleaning. Knife handles are ergonomically designed with a finger/thumb recess incorporated for added comfort, and a built-in finger guard for precision when cutting.

Wiltshire Staysharp MK4 knives are available in three handle options to suit budget and personal taste – black polypropylene (supermarkets, hardware stores and Kmart), Triple Rivet (Big W, Target and independent homewares stores) and Premium stainless steel (David Jones, Myer and independent homewares stores).

Prices range from RRP \$13.99 - \$69.95 for the loose knives and products have up to a 15 year guarantee.

Stockist enquiries can be directed to McPherson's Consumer Products, phone 1800 65 11 46.

Ends.