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LOVE YOUR KITCHEN KNIVES?
SO DOES ET ACRI.

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New kitchenware company ET ACRI releases its first offering- a new breed of knife block that's as functional as it is beautiful.

ET ACRI launches this year, bringing a range of stylish vertical knife blocks to the market that can actually help increase the lifetime of your knives by protecting and keeping them sharp with every use. "Good quality knives should be easy to reach, correctly stored to last as long as possible, and stay sharp. We think they should look as good in storage as they feel when you use them," says ET ACRI founder Matilda Lundh.

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In today's kitchens, sharp knives are often kept out of sight, in drawers with other cutlery or utensils. In a drawer, knives are more susceptible to excessive wear and damage and have the added danger of exposed sharp edges. One alternative for metal knives is a strip magnet, but this option can be unsafe for families with young children. Magnets can also pull and stress the knife blade out of shape.

In a block however, knives are easy to reach, kept separate from other implements that could damage the blade, and they're safe from small hands. In contrast to traditional diagonal blocks, knives in an ET ACRI vertical block don't rest on their edges, reducing blunting. But that's not all – ET ACRI is also introducing a unique in-built honing function that hones the knife every time you remove it from the block.





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Lundh identified the classic everyday item – the knife block – did not completely fulfill its purpose or potential. She explains: “Knives are at their best if honed after every use. But the majority of people don’t have the time, know-how, or the equipment to hone their knives satisfactorily. On top of this, people often don’t store their knives in an optimal way. I realised that regular knife racks were flawed, and needed further development. And so formed the seed of the idea for ET ACRI. The knife block is our first product, and in the future we aim to develop more products that will simplify and optimise daily tasks to make life easier.”

But don’t just take ET ACRI’s word for it: “Good knives are worth investing in - but only if you take care of them.” Agrees Daniella Egenäs at Agrikultur, “With the right care, a quality knife can last a lifetime. Our top tips are to hone them regularly, wash them by hand and dry them straight after, and store them in a knife block that keeps them separate, safe and beautiful!”



Available in a range of natural materials, skillfully designed and manufactured, the blocks are a stylish addition to any kitchen countertop. Two sizes, with or without honing function and eight different natural materials combined with three colors of leather to be the perfect match for your kitchen. Never missing a detail, our blocks are made to stand proud in the kitchen - a beautiful addition to your countertop. Prices ranging from SEK 1200 - 7500.

The first in the ET ACRI line of products is available at www.etacri.com. For more information on products and sales please contact press@etacri.com.





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