

FOR IMMEDIATE RELEASE

Contact: R.S. Ponton, CEO/Engineering Director

## AN ICE PRODUCT NEWS RELEASE

### *ICE* Introduces *Aggressor* Rough Duty Blade

*ICE*™ (International Carbide & Engineering, Inc.) is now introducing its new Rough-Duty *Aggressor*™ carbide-tipped sawblades to the consumer market — utilizing the knowledge gained from their great success with Ni-Matrix™ sawblades for the pallet recycling industry.

These blades are manufactured in a large variety of styles and configurations, depending upon customer requirements.

According to Bob Ponton, CEO and engineering director of the company, there is no comparison with standard carbide-tipped blades, or even with other so-called rough-duty or demolition blades. Utilized with great satisfaction in many areas related to remodeling and renovation, the *Aggressor* blades are special. “What makes these blades so unique,” Mr. Ponton says, “is their ability to withstand impact from almost any foreign object they encounter — nails, staples, residual concrete, etc. In fact, as a test 10 regular carbide-tipped blades were destroyed, while doing the work of only one *Aggressor* blade — which was then resharpened and put back into service with no damage! It is very easy to see the cost savings in using these unique saw blades.”

The engineering director added that the *Aggressor* blades can be repaired by a local saw shop, or can be returned to *ICE*. If desired, *ICE* can refer the customer to a repair shop in their own local area.

For additional information please contact *ICE*, (International Carbide & Engineering, Inc.) 5000 Main Street, P.O. Box 216, Drakes Branch, VA 23937-0216, or call corporate sales at 434-568-3311, 800-424-3311, Fax 434-568-3421 or E-mail [ice-va@ice-va.com](mailto:ice-va@ice-va.com)

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