

Smith's®
SINCE 1886

SMITH'S, A PIONEER IN THE KNIFE SHARPENING INDUSTRY, INTRODUCES ITS MR. CRAPPIE® SLAB-O-MATIC ELECTRIC FILLET KNIFE FOR FISHING ENTHUSIASTS.

(Hot Springs, Arkansas, October 15, 2020) -- Smith's Consumer Products, a company that has been keeping knives sharp for more than 130 years, has announced the introduction of its Mr. Crappie® Slab-O-Matic Electric Fillet Knife.

According to Ricky Dukes, Smith's Vice President of Marketing, "Professional fisherman Wally Marshall, better known as 'Mr. Crappie', serves as one of our Pro-Staff Team Members, and Smith's has worked closely with him to develop this new electric knife that's designed to make filleting fish an absolute breeze."

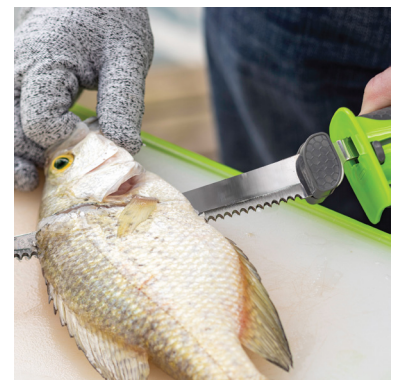
The Mr. Crappie® "Slab-O-Matic" Electric Fillet Knife features two interlocking sets of knife blades, an 8" straight blade set and 4.5" flexible blade set. It also features a comfort grip, comes with a 3-year limited warranty, and is shipped with both a fillet glove and mesh bag for storage.

"During the past few years, Smith's has introduced many great knives and sharpeners for use ranging from hunting, fishing, and camping to those designed for use in the workshop," Dukes explained. He went on to say, "Our customers who have a passion for fishing continue to look to us for new and exciting products and we know that the Mr. Crappie® Slab-O-Matic Electric Fillet Knife fills a specific need for these folks and we're proud to add it to our line."

Other products in Smith's Mr. Crappie® line include 6 and 7-inch "Slab Sticker" Fillet Knives, a specialized fish pick tool, carbon steel pliers, a folding fillet knife, and the Mr. Crappie® Fishing Combo, which combines pliers, line scissors, and a fillet knife packaged together.

According to Marshall, "I personally, have cleaned several thousand crappie in my life! The Mr. Crappie Slab-O-Matic by Smith's has stood the test, limits after limits the Slab-O-Matic has never let me down!"

Wally "Mr. Crappie" Marshall has qualified 32 times for the Crappie Classic Qualifier and National Champion; he was inducted into the Legends of the Outdoor Hall of Fame in 2008; also inducted into the 2002 North American Crappie Anglers Hall of Fame and Angler of the Year, in addition to having written volumes on the subject of Crappie Fishing over the years.



Smith's Consumer Products, Inc. is a leading global supplier of products for the sporting goods, hardware, and housewares markets. Founded in 1886 in Hot Springs, Arkansas, Smith's excellent reputation for innovation and quality is built on 130+ years of designing products of great value to its retailers and consumers. Smith's products are available at leading retailers worldwide or via online and mail order catalogs.

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