



Pizza Cutters



Why Mercer?

Did the industry really need another manufacturer of pizza cutters? **YES!**

One company has dominated the top end of the market, with a dozen or so others importing, poorly constructed, poorly functioning cutters. The market has just accepted what is out there, with very poor alternatives.... until now.



Why Mercer?

THE BLADE

Almost all of the pizza cutters on the market are made from 18-8 stainless steel. It takes a cutlery company to know that when the function of a product is cutting over and over, the base material should be the same as a quality, commercial piece of cutlery.

420J2 Steel – Same as Millennia™ Knives

Ground Edge – Wheel has a ground edge for superior sharpness



Why Mercer?

THE MECHANISM

When you analyze the vast majority of the products on the market, they simply add a washer or two and then bolt the blade on. The blades have too much play and don't roll smoothly or evenly. There is a better way, and we have it.

- Specially cast 2 piece guide mechanism. Compression fitted over the center hole of the wheel for smooth rolling use after use
- No ordinary assembly. We have the perfect amount of play in the wheel because we screw the wheel into the arm, then tighten the nylon locknut to the screw to a perfect calibration



Why Mercer?

THE HANDLE

Anyone can make a cheap polypropylene handle, but why bother? Cutting pizza and flatbreads over and over is a tough task. We stepped it up with the BEST handle on the market.

- Ergonomically designed for less hand fatigue
- Overmolded with Santoprene® for better grip, slip resistance, and more comfort
- Finger guard for safety



Why Mercer?

THE PRICE

Why would you spend so much more for an inferior product? Imported cutters have lower pricing, but they cost more.

Replaceable blades lower cost of ownership

Better cutting saves labor dollars

Longer life means replacing cutters much less often

Mercer #	Mercer List	Dexter #	Dexter List
M18602WH	\$18.00	P3A-PCP	\$23.90
M18604WH	\$20.00	P177A-PCP	\$29.00

Why Mercer?

THE LOOK

Are we really that shallow to bring this down to looks? You bet. Take a look for yourself and decide. Which one would you rather own?



RECAP

- **Who are we competing with?**

- Everyone.

- Dexter – we have an equal quality blade and mechanism, superior handle, and much lower pricing. Our blades will fit on their cutters if someone is using replaceable blades. That objection is gone
- Importers – the blades are 18-8 and don't start sharp and dull quickly. Our performance far exceeds any import cutter, blades can be replaced, and have to be replaced much less often

- **Who are we targeting?**

- Pizza chains
- Chains that use pizza cutters
- Dealer and distributors for day to day street business we cannot reach

- **Why will we win?**

- Better performance
- Credibility of a knife company – who knows more about cutting?
- Selection – black, white and purple handles
- Merchandising – great packaging for dealers