

**FOR IMMEDIATE RELEASE**

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**ANDIS® INTRODUCES HIGHLY ANTICIPATED FADE BLADE VERSION  
OF COOL-RUNNING PROALLOY™ CLIPPER**

**STURTEVANT, WI** (June 2017) – To meet the demands of men’s grooming professionals, Andis® Company is launching a new fade blade version of its recently released ProAlloy™ adjustable blade clipper: the ProAlloy™ Fade. Crafted from carbon steel, the new blade configuration will deliver close-cutting precision from sizes #00000 to #000 for creating popular fade styles.

“As the men’s grooming trend continues to grow, the professional market has been requesting this product enhancement and we listened,” said Karen Formico, Vice President of Marketing for Andis. “Adding a dedicated fade blade option to our ProAlloy clipper will provide barbers and stylists with one of the closest-cutting and coolest-running tools on the market today.”

The ProAlloy™ Fade clipper runs cooler and quieter and gives off less vibration than comparable clippers thanks to its patent-pending XTR™ Technology. The Extreme Thermal Reduction (XTR) technology runs 35 percent cooler compared to other adjustable blade clippers, such as the Andis Envy®.

The sleek and stylish tool features a contoured alloy housing for durability and comfort and a powerful, high-speed magnetic motor for executing super-smooth fades on all hair types. The ProAlloy Fade kit includes two attachment combs: #0 (1/16”), #1 (1/8”), fading brush, barber comb, blade guard and oil. Made in the USA, the Pro Alloy features a one-year limited warranty.

Retailers and distributors interested in carrying the ProAlloy Fade clipper or any other products from Andis Company, can find more information at [www.andis.com](http://www.andis.com) or call 800-558-9441.

SRP: \$92.78

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**About Andis® Company**

Andis Company, a family held business founded in 1922, is a leading manufacturer of handheld tools to trim, cut, curl, straighten and dry hair. The company’s products are purchased in more than 90 countries by barbers and salon professionals, consumers, hotels, motels, resorts, small animal groomers and large animal groomers and shearers. To find a local distributor, call 800-558-9441 or visit [www.andis.com](http://www.andis.com).

