

**FOR IMMEDIATE RELEASE:**

**PRODUCT DEVELOPMENT & MARKETING FIRM CUTS INTO ICE CREAM INDUSTRY**

*Van Vacter Products Creates the Most Innovative Ice Cream Knife Design in History*

**Redding, California, 11-1-07** – Van Vacter Products, [www.coolfoodtools.com](http://www.coolfoodtools.com) a division of Lassen Scientific, Inc. [www.lassenscientific.com](http://www.lassenscientific.com) has ended an incredibly successful summer with their ice cream knife. This exceptionally innovative design was created by world famous product designer Nicholas Webb who has taken his expertise in product development to create the most differentiated ice cream knife available on the market.

With twenty years of experience in innovative development, Nicholas Webb has created the hottest ice cream knife available in the Housewares industry. This amazing design features saw-like grooves on its outer edge allowing the knife to saw through even the toughest rock-hard ice cream with precision and ease. These saw-like features, also known as patent pending “Topping Troughs” create a trenched design on top of the ice-cream, perfect for holding topping favorites in place. When creating this knife for Van Vacter, Webb, also a marketing firm CEO, wanted to bring a brand new design to the table that would bring innovation to a whole new level: not just the every day ice-cream scoop.

With Webb’s background combined with the genesis of twenty years experience in product commercialization development, he was able to incorporate a unique ergonomic handle, a trademark of Van Vacter Products. When dealing with wet and slippery foods, this handle significantly improves functionality and comfort while also providing ease and control when in use. This ergonomic handle is the first kitchen gadget to receive the Orthopedic Research Institute Seal of Approval, which really caters to the baby boomer demographic, many of whom suffer from compromised dexterity as a result of carpal tunnel and arthritis.

Webb foresees worldwide sales of over \$8 million dollars for Van Vacter Products in 2008. These products will be available in most national retailers by December 2007.

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**About Lassen Scientific, Inc.**

Lassen Scientific, Inc. [www.lassenscientific.com](http://www.lassenscientific.com) is a surgical product development firm who for the past twenty years has been devoted to the creation of the world’s greatest surgical scalpels used in hospitals across the nation. Recently, due to a passion for cooking gourmet food, CEO and Master Inventor Nicholas J. Webb decided to try his hand at the creation of a gourmet kitchen tool line using his expertise in surgical product development and successfully created Van Vacter Products, the best kitchen tools available on the market today. As a result of Van Vacter’s incredible success, Webb is now considered the Kitchen Gadget Guru throughout the kitchenware industry.

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Van Vacter Products is a trademark of Lassen Scientific, Inc.

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