

Edwin Jagger Limited has become aware of a number of imitation Double Edge (DE) Safety Razors being marketed by websites and retailers accompanied by product information that suggests the double edge 2 part die-cast safety razor head attached to the handle has been manufactured from Edwin Jagger tooling. In response to this discovery Edwin Jagger has purchased a number of imitation DE8g razors in order to extensively analyse the claims made by the suppliers of these imitation double edge safety razors.

Edwin Jagger has identified a number of important differences between an authentic Edwin Jagger DE8 range die-cast Safety Razor Head and the double edge die-cast safety razor head offered by many retailers. These retailers may believe they are offering a genuine Edwin Jagger design with identical construction and performance.

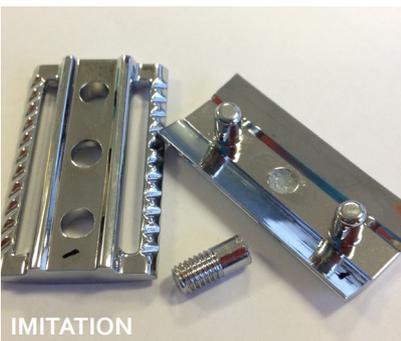
Having purchased examples of these imitation double edge razors, the Edwin Jagger factory has identified important differences between an authentic Edwin Jagger DE8 range die-cast Safety Razor Head and the imitation version offered by a number of retailers in the US, Canada and Europe. The images below show design, construction and chrome finishing variations that indicate the imitation Double Edge Safety Razor is not manufactured to the same standards as an authentic Edwin Jagger die-cast Safety Razor Head from Edwin Jagger tooling and manufacturing processes. Due to these differences to the die-cast razor head design, construction and overall finish Edwin Jagger is not able to endorse or guarantee the quality of these imitation products.



#### Quality Die-casting

The accompanying image highlights potential concerns with the die-cast chrome plated surfaces on the imitation double edge safety razor components that are designed to support the stainless steel safety razor blade. We have identified gaps between the top head and base plate that indicate the die-cast component is distorted. These gaps may ultimately result in the stainless steel razor blade becoming distorted and twisted when fitted into the imitation Double Edged Safety Razor head. A distorted stainless steel safety razor blade, supported unevenly may impact the performance of the 2 part component safety razor head and the quality and comfort of the wet shave.

Edwin Jagger has compared the quality of the chrome plated finishes on an authentic Edwin Jagger DE8 range Safety Razor Head and that of the imitation double edge safety razor head currently being offered by retail stockists. The quality of reflective shine on the sample we inspected did not match the flawless, blemish free chrome plating found on all genuine Edwin Jagger die-cast DE Safety Razor Heads. (Please note the underside of the die-cast top component with screw thread cannot be manufactured, finished with flawless, blemish free surfaces).



#### Locating Peg size

With regards to the two locating pegs used to centre the stainless steel safety razor blade, Edwin Jagger has noted significant differences between the imitation double edge safety razor components locating pegs and the genuine Edwin Jagger DE Safety Razor die-cast 2 part components.

The genuine Edwin Jagger DE die-cast razor head components [image 1.] show locating pegs slotted and located securely in the base plate holes, ensuring a perfect fit without the possibility of lateral or sideways movement during shaving. The imitation safety razor head inspected and featured in [image 2.] shows the 2 part construction is aligned with pegs that are smaller, potentially resulting in a loose unsecured fit and blade movement during shaving.



Edwin Jagger advises, the performance and ease of use of the imitation double edge safety razor heads similar to the sample we tested may be compromised by the issues we have highlighted above. Reduced blade support and insecure, inaccurate fittings may remove the possibility of a close, reliable and comfortable traditional wet shave.