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Sharpeners Report Launches Digital Newsletter

Men and Women gain income with [Sharpening Businesses](#)

(MINNEAPOLIS) – May 12, 2014 Do you get your knives, scissors, clipper or mower blades, saw or router bits, or even a chain saw chain or hedge trimmer sharpened by a professional sharpener? A “green” society means communities need professional sharpeners, and sharpeners turn to Sharpeners Report trade publication to read up on how to keep doing what they do masterfully. Sharpeners Report just celebrated its 33rd year, helping professional sharpeners grow their business. It recently launched a Digital E-Newsletter, and will publish its first Supplier Directory this summer.

There is an art and science to sharpening. Reporting on the correct abrasives, angles and techniques has helped Sharpeners Report grow its subscriber and advertising base since 1981. “Some blade imports may be cheap and not worth sharpening. But quality tools can be re-sharpened to factory new edges. Professional sharpeners who read Sharpeners Report know how to tell the difference, and encourage customers to stay green,” Brenner said.

When information migrated from print to the Web, trade publications like Sharpeners Report were up against a bottomless pit of free content. Creative Lakes Media, LLC, recently launched a digital E-newsletter, and this year, upgraded the mailed monthly newsletter to include color photos to go with technical articles. It also added classified ads to its web site, so pro sharpeners can buy and sell sharpening and grinding equipment. “We continue to offer equipment news, and are launching a new Sharpening Supplier Directory,” said publisher Judy Brenner, and owner of Creative Lakes Media, LLC, who took over the publication in 2011.

“The vet and pet grooming industry, salons, chefs, factories, lawn cutting services and cabinet makers always need sharp tools to be efficient,” Brenner said. “We have readers that work in large metro areas and rural areas, from Boston to San Francisco; and from the Provinces in Canada to America’s Amish communities all the way to Florida. From loggers to factories, every industry and homeowner needs tools with a sharp edge.”

The free Sharpeners-Report.com Blog complements the monthly publication. Digital subscriptions cost \$26. Brenner said response from customers has been overwhelmingly positive with 90% renewal rates and new readers every year. “The need for extra income, and ingenuity of self-starter entrepreneurs, keeps men and women entering the pro sharpening business. They get training from equipment sellers, and at Workshops sponsored by Sharpeners Report.



SHARPENERS REPORT

Reporting on all things sharp and how they got that way

Sharpeners Report is published by Creative Lakes Media, LLC, P.O.BOX 16281, Minneapolis MN 55416. Web site: Sharpeners-Report.com. It was founded in 1981 by the Skog publishing company, and has only changed hands twice due to the publication outlasting the owners. It continues to report on all things sharp and how they got that way, making it the only independent trade publication for all types of sharpening businesses large and small.