



**Media Contact:** Mary Eitel  
MKE Communications, Inc.

FOR IMMEDIATE RELEASE

[mary@mkecommunications.com](mailto:mary@mkecommunications.com)/ 678.733.1535

## **INTRODUCING THE SABER COOL TOUCH™ NYLON GRILL BRUSH**

COLUMBUS, GA – June 6, 2016 – Saber Grills has introduced an innovative new grill brush that is designed to last five times longer and clean better than traditional wire brushes. The new **Cool Touch™ Grill Brush** has stiff abrasive nylon bristles that attack baked-on food particles without breaking or causing damage to the cooking grates.

Nylon has long been used in commercial cleaning tools that require heavy-duty use. The polymer is known for its superior flexural strength and excellent abrasion and wear resistance. The bristles on Saber's Cool Touch brush won't shed and are angled to clean between and under the cooking grates.

As the name indicates, the SABER Cool Touch brush (MSRP \$12.99) is designed for use on cool-to-touch surfaces, which means cleaning the grill after it's cooled or just prior to use. Additional features:

- Wide brush heads and long, angled bristles clean a larger area and reach between and under grates,
- Integrated double edged metal scraper tackles the toughest cooked-on debris,
- Removable, dishwasher-safe bristle head for easy cleaning – or replacement,
- A hook that attaches the brush to the grill for easy access/storage.



**Hi-res photos are available, as are samples to test.**  
Please email Mary Eitel at [mary@mkecommunications.com](mailto:mary@mkecommunications.com).

About SABER: Saber Grills, LLC designs and manufactures high-performance, premium grills and outdoor cooking accessories for exclusive distribution through independent outdoor living retailers. Based in Columbus, Georgia, the SABER brand is a division of Char-Broil®, one of the oldest and most respected outdoor cooking brands, whose parent company is W.C. Bradley Co. ([www.wcbradley.com](http://www.wcbradley.com)), a privately-held business that owns several high-quality consumer goods in the leisure market. Visit SABER grills at [www.sabergills.com](http://www.sabergills.com).

###

[Facebook.com/saber.grills](https://www.facebook.com/saber.grills) | Twitter: [@SaberIRGrills](https://twitter.com/SaberIRGrills) | YouTube: [SaberInfraredGrills](https://www.youtube.com/SaberInfraredGrills)