



Asia's Shaving Giant, Dorco, Partners With Pace Shave® to Introduce its Premier Shaving Products Direct to U.S. Consumers

Armed With Exceptional Technology and Rock Bottom Prices, Pace Shave® Is Poised for Consumer Market Success via its U.S. Based Ecommerce Web Site.

SAN DIEGO, CA ([PRWEB](#)) February 01, 2012 -- Pace Shave®, a leading distributor of shaving products, announced today the successful launch of the company's ecommerce web site to exclusively market Dorco's premier line of disposable razors, systems and cartridges direct to U.S. consumers. The partnership brings one of the biggest names in the shaving industry to U.S. shores. Although relatively unknown to U.S. consumers, Dorco is widely recognized around the world for its cutting-edge shaving technology and superior quality razors and systems. Currently, Dorco's shaving products are sold in over 97 countries.

The company enters the highly competitive shaving marketplace in the U.S. certain and with a high level of confidence that current economic conditions call for a technologically superior product that costs less. "When you check the prices of disposable razors, systems and cartridges from leading brands, the prices amount to what I would call the great shaving rip-off. Their astronomical prices leave open a very wide door for our Dorco Pace® and Dorco Shai® products. It's time for consumers in the U.S. to demand more for less. Dorco's products feature patented technology and have been tested to be equal or better in quality when compared to the big brands. Best of all, the products cost at least 30% less. Why would you pay more? That's our message." stated Ken Hill, CEO of Pace Shave®.

The ecommerce web site, www.DorcoUSA.com, features Dorco's top consumer products including disposable razors, shaving systems and cartridges. The company's showcase products for 2012 include: Dorco Pace® 6 Plus, the world's first 6 blade shaving system with a built in trimmer for men and Dorco Shai® Soft Touch®, the world's first 6 blade flexible shaving system for women. Other notable technological innovations include the following.

World's First Six Blade:

- Tests prove higher blade counts deliver a closer, less irritating shave
- Higher blade counts increase the life of the cartridge, providing more quality shaves

Open Flow Blade Cartridge:

- 100% "rinse-ability" of hair follicles and shaving cream or soap
- Blades stay perfectly clean, eliminating corrosion for a longer blade life

Lubrication Strip:

- Special lubricants and ingredients combined in the Dorco Pace® and Dorco Shai® comfort strips make shaving easy and comfortable
- Ingredients include: Lavender, Aloe Vera, Vitamin E, Olive Oil, Chamomile and Allantoin



Rubber Fin & Tilt:

- Large, soft rubber fin for skin preparation and protection
- Decreases nicks, cuts and other uncomfortable types of skin irritation
- Cartridge tilt increases shaving precision along every angle of the face or body

Patented Common Docking System:

- Only major manufacturer to offer common docking across three or more systems
- Razor cartridge and handle interchangeability
- Allows for choice of shaving customization among Dorco Pace® and Dorco Shai® product systems

Through constant innovation, proprietary technology and exceptional value, the company's mission is to deliver an unparalleled experience to its new customers in the U.S. For a comprehensive look at the premier line of Dorco's disposable razors, systems and cartridges, consumers are invited to visit www.DorcoUSA.com. And for a limited time, consumers are also invited to visit the company's Facebook pages for a free 6 blade disposable razor sample. For further details, visit www.Facebook.com/DorcoShai for women's products and www.Facebook.com/DorcoPace for men's products.

About Pace Shave®

Headquartered in San Diego, CA, Pace Shave® is a leading private label distributor of technologically advanced and superior quality disposable razors, shaving systems and shaving cartridges for men and women. Its product origins date back to 1955 when a small company named Dorco was founded in South Korea. Today, Dorco is Asia's market leader for disposable shaving products and is a household recognized brand in numerous countries around the world. By strategically aligning with Dorco, Pace Shave® has been able to introduce the pinnacle of shaving innovation to the U.S. marketplace, including the world's first 6 blade shaving systems, as well as the innovative and patented common docking feature.

In addition to offering Dorco's cutting-edge shaving products direct to consumers, Pace Shave® also offers a full array of private label services to retailers in the U.S. and in Canada. With strategically located distribution centers and state-of-the-art automated logistics, the company can readily meet the demands of its consumer and business customers. Today, the company is a leader in the U.S. wet shave marketplace and is a major supplier to such key retailers as Dollar General, Family Dollar, CVS, Walgreens and Kmart.

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