

## Purdy Launches Its First 4-Piece Professional Paint Kit

### Paint Retailers Can Now Boost Professional-Grade Applicator Sales To DIY Painters With This Specially Priced Kit

PORTLAND, OR – April 9, 2007 – Purdy announced today the introduction of their first 4-piece professional painting kit for paint and hardware dealers. The set includes a brush from Purdy's top selling line, a 2-inch XL-Dale™ Angular Trim Brush, as well as their best-selling 9-inch White Dove™ premium roller cover. An industry-standard, 9-inch roller frame along with a sturdy, metal paint tray completes the specially priced kit.

According to Purdy Senior Product Manager, Tom Hatcher, "This new kit delivers a great value to painters and retailers alike. Painter kits are growing in popularity and this product fills a large gap in the marketplace by combining premium, professional-quality tools into a single item at an attractive price."

Purdy expects the kit to be in demand by DIY painters. "Too often we see consumers prepare for a project by purchasing a good quality paint and then walking out the door with low-end applicators packed in a kit," continues Hatcher. "Now, that same consumer can get professional-grade tools in a specially priced Purdy kit. This is an important SKU for retailers, because we believe that when DIY painters buy high quality paint and use professional tools, they are more likely to become satisfied, repeat customers." Purdy suggests that retailers merchandise this product on an end-cap near their applicators and also at their paint counter to maximize the kit's visibility. The product is a great conversation-starter and will allow the paint department employees to educate each consumer on the importance of using professional-grade tools to achieve quality results. Those important interactions can lead to incremental sales of Purdy trim brushes, roller cover multi-packs, extension poles and other related products.



The kit's White Dove™ roller cover is popular with painters who want an ultra-smooth, shed-free finish. The roller cover features premium-quality, woven Dralon® fabric. A unique double-vacuum finishing process ensures that painters get exceptional, lint-free performance right out of the package.

The XL brush includes a unique blend of Satin-Edge nylox (dyed Tynex® nylon) and Orel® polyester filaments. The stiffness retention of XL brushes makes them especially high-performing for exterior painting under hot and humid climate conditions. Only the finest solid, round, tapered (SRT) Tynex® nylon and Orel® polyester filaments are used and a special tipping and flagging process brings the Purdy synthetic filaments as close to naturally flagged bristle as possible. Each XL brush style has its own unique hand-chiseled formulation for maximum paint lift and smooth "no-drag" application.

Nearly 70% of all professional painters in America paint with Purdy painting tools. For over 80 years, professional painters and skilled do-it-yourselfers have looked to Purdy for modern tools that enable them to paint better and faster. Purdy offers custom designed and engineered brush, roller and faux products for every painting situation. All Purdy products use only the finest components and are built to the highest possible quality standards. For more information on Purdy professional painting tools, visit [www.purdycorp.com](http://www.purdycorp.com) or call Purdy directly at 800-547-0780 or 503-286-8217.

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