

## FOR IMMEDIATE RELEASE

### **New Purdy QuickFit Extension Pole & Cageless Roller Frame Introduced**

#### **Painters Enjoy Enhanced Productivity and Lightweight Design**

PORTLAND, OR – June 25, 2008 – Purdy® today announced the introduction of two professional-grade tools designed to deliver precise performance while maximizing painter productivity. The new QuickFit™ Extension Pole family and the ultra-lightweight Purdy 9” Cageless Roller Frame can be purchased and used individually, however, the benefits of pairing the two components are so compelling it may be difficult for contractors to justify not combining the two units into a single system.

These new products can significantly reduce jobsite delays when multiple coatings are to be applied or when a variety of substrates are involved in a single project. Previously, many painters faced a messy and time-consuming chore of physically removing roller covers, cleaning the frame and reapplying a new roller cover as they transitioned from one coat or substrate to the next. The Purdy QuickFit™ 1-touch, JiffyLoc™ release system allows users to swiftly swap out roller-cover frames on the fly, enabling painters to complete entire projects faster than ever before.

In the QuickFit™ system, the Cageless Frame features an integrated six-pin ferrule which securely snaps into a matching receptacle on the QuickFit™ Extension Pole. Compared to the leading brand’s twist and lock system and single-pin connection, the Purdy six-prong JiffyLoc™ design provides an ultra-secure connection for superior control. Precision is also enhanced with the tool’s rigid, telescoping anodized aluminum construction. Painters can easily modify their position and change the pole length, which adjusts and locks in six-inch increments with a separate secure JiffyLoc adjustment lever. Painter fatigue is minimized with the product’s lightweight fiberglass shell and a rubberized handgrip.

Minimizing painter fatigue was also a major consideration behind the innovative design of the new Purdy Cageless Frame, which is 22% lighter than the leading 5-wire roller frame. A rubberized comfort-grip makes this tool a pleasure to handle on its own. Nylon-fitted bearings provide smooth rolling, a hexagon spring tension ring ensures roller covers fit securely on the frame and the aluminum-alloy construction is lightweight yet durable.

Although expressly designed to be coupled with the Purdy QuickFit™ Extension Poles, painters who wish to couple the Cageless Frame with their existing extension poles will be pleased to learn the Cageless Frame ferrule is embedded with an industry-standard, acme-thread. Likewise, an acme-threaded QuickFit™ adaptor is included with the extension pole so that most any frame can be coupled to the pole. Additional QuickFit™ adaptors are sold separately. The QuickFit™ extension poles are available in four sizes: 2-ft to 4-ft, 4-ft to 8-ft, 6-ft to 12-ft and 8-ft to 16-ft. Painters and retailers may visit [www.purdycorp.com](http://www.purdycorp.com) for more information on these new Purdy products.

Nearly 70% of all professional painters in America use 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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