

## FOR IMMEDIATE RELEASE

### **Purdy Expands into Surface-Prep Tool Category New Premium-Grade and Contractor-Grade Lines Launch**

PORTLAND, OR – January 5, 2009 – Purdy® announced the introduction of two surface preparation tool lines designed to tackle the tough, tedious and time-consuming tasks of readying surfaces for fresh coatings. Purdy's new premium-grade surface prep tools feature large, no-slip comfort grips for precise control, clear-coated, high-carbon steel blades for maximum durability and robust hammerhead nail-set handles for quick repair work.



“Surface prep is tough work and we believe the rugged craftsmanship, professional-grade performance, lifetime guarantee, and Purdy brand name will spur trial and repeat purchases,” said Purdy End User Marketing Manager and Training Coordinator, Bruce Schneider. Painters will easily find the tools on store shelves as Purdy’s familiar yellow packaging design is carried over into the labeling and product-line color schemes.

“Purdy applicators are found in the hands of generations of pro painters and we think these loyal customers will be equally delighted working with Purdy prep tools,” said Purdy Senior Product Manager, Tom Hatcher. Hatcher continues, “As pros place a premium on performance, we conducted contractor field tests across North America throughout our research and development process. As an example, one comment we now hear repeatedly from pros is these new tools have a well-balanced feel. By seeking out and responding to subtle, yet salient pro painter insights such as this, we were able to develop superb designs we feel will delight paint contractors who already place their trust in the Purdy name.” 96% of the pros Purdy surveyed commented the final design was as good as or better than the existing brand of prep tools the contractor was previously using.

The Purdy Premium Prep Tool line includes nine tools for scraping paint, spreading joint compound, applying putty, patching holes and performing similar surface readiness tasks:

- 6" flex-blade joint knife
- 4" flex-blade joint knife
- 3" stiff-blade angled scraper
- 3" flex-blade angled scraper
- 2" flex-blade putty knife
- 1-1/2" stiff-blade putty knife
- 1-1/2" flex-blade putty knife
- 6-in-1 painter's tool
- 6-in-1 painter's tool featuring a stainless-steel blade (all other tools feature high-carbon steel).



The eight tools comprising the Purdy Contractor Prep Tool line are well-suited for most pro users and provide a fresh alternative for painters seeking value in today's challenging economic conditions. These tools feature clear-coated, high-carbon steel blades and stout, yet comfortable, plastic handles with ribbed rubberized thumb grips to enhance user comfort and control. The Purdy Contractor Prep Tool line includes the following tools.

- 6" flex-blade joint knife
- 4" flex-blade joint knife
- 3" stiff-angled scraper
- 1-1/2" stiff-blade putty knife
- 1-1/2" flex-blade putty knife
- Brush/Roller cleaner tool
- 5-in-1 painter's tool featuring stout, lightweight plastic handle.
- 5-in-1 painter's tool featuring a natural wood handle.

Nearly 70% of professional painters in America use Purdy painting tools. For over 80 years, professional painters and skilled do-it-yourselfers have looked to Purdy for expertly crafted tools which enable them to paint better and faster. Purdy offers premium-quality paintbrushes, roller covers, faux-finishing gear, extension poles, surface-

preparation tools, and paint accessories for most every application. 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.

#

*Note for retail trade publication editors:*

Retailers may order these Purdy Premium or Purdy Contractor Prep Tools as individual SKUs or they may order the complete product lines as a set packaged with an attractive, Purdy-designed merchandise display rack. These new Purdy tools may be combined with other Purdy tools on a single PO, which helps retailers save money as they meet order minimums with ease while minimizing the time allocated to inventory order processing.

**Media Contact: Don Fogle, 512-217-5533, [don.fogle@shinestrategic.com](mailto:don.fogle@shinestrategic.com)**