

New 18" Purdy Colossus Roller Cover Helps Painters Profit

Boon to Contractors Needing On-the-Double Productivity Improvements in Today's Economy

PORTLAND, OR – July 14, 2008 – Purdy® today announced the introduction of a high-capacity, 18" wide Colossus™ roller cover to help contractors boost paint-project productivity. The Colossus roller cover's exclusive polyamide fabric design holds and releases more paint than any other Purdy cover and delivers a 30% productivity advantage over traditional lambskin covers. Double the length of 9" roller covers often found at today's jobsites, the new 18" Colossus cover enables painters to roll two rooms in the time once needed to roll a single room. Productivity-enhancing tools such as Colossus roller covers are prized by pro painters who in the face of rising operational costs and economic uncertainty must promptly finish their projects to maintain positive cash flow and maximize project profitability.

The 18" Colossus launch is a product extension for the Portland-based paint sundries leader, who introduced the highly successful 9" Colossus roller cover in 2007. The roller cover's productivity advantage is achieved via an ultra-high-capacity polyamide fabric that holds and rolls a remarkable quantity of paint. Designed for long life, painters can backroll more than 10,000 sq ft. Other roller covers wear out in half the time.

The 18" roller cover can be mounted on industry standard 18" roller cover frames. Purdy does not offer an 18" frame, however the company recommends a handy new adjustable frame from Bestt Liebco which accommodates most oversized roller covers from 12" to 18" in length and features an acme-threaded handle to fit all industry-standard extension poles.

Colossus roller covers are designed for use with latex and oil-based paints. Ideal for big painting projects involving drywall, stucco, T1-11 siding and rough-textured walls, the 18" Colossus cover is available in a one-half inch nap size for semi-smooth to semi-rough surfaces and a three-quarter inch nap size for semi-rough to rough surfaces. The product's 1-1/2" polypropylene core fits all industry-standard frames. To get complete Colossus product information and find a Purdy retailer in their area, painters can visit www.purdycorp.com/colossus.

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 or call Purdy directly at 800-547-0780 or 503-286-8217.



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