

PURDY NEWS FEATURE

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For Immediate Use

AFTER 80 YEARS, NEVER A COMPROMISE. STILL THE ART OF BRUSHMAKING AT PURDY.

Since Purdy's beginnings in a small garage in Portland, Oregon in 1925, the art of brushmaking has always been at the very heart of the Purdy success story. Since 1925, so many companies have come and gone. So many have compromised their component standards. So many have opted for mass production methods that compromised their craftsmanship. Purdy, on the other hand, has never compromised on quality, and never will.

Even though Purdy is now a full-line paint applicator organization, the brand's reputation for highest quality products was built for decades on brushes and brushmaking. Even now, Purdy brushes are hand-built without compromise, in much the same way they were 80 years ago.

Purdy today employs over 100 brushmakers, whose only job is to take the finest raw materials available and hand-craft them into precision Purdy brushes. Before individuals are accepted into the Purdy brushmaking department, they must pass a number of aptitude and dexterity tests. Not everyone has the skills and physical proficiency to be a Purdy brushmaker.

Two full years of intense training by their peers are required to become a Purdy brushmaker. Trainees are judged by the standards handed down within Purdy since day one. Among the most important tasks of Purdy brushmakers is to strive for consistency -- making the same brush each and every time. It must be the same one that professional painters have come to rely on to earn their livelihood. They expect the same brush every time, and they get it.

Purdy brushmakers must be watchful of the fine points of crafting Purdy brushes. For example, they must always check to see that the tapered nylon filaments are all pointing in the same direction, with the narrow filament end toward the paint. Any reversed filaments must be tweezed out individually as part of the precision brushmaking process.

Purdy brushmakers must also adopt the Purdy business ethic that all quality expectations must be met in every brush. If there is anything at all wrong, no matter how small, the brush never reaches the marketplace. Instead, quality-control rejects are donated to worthwhile causes across the United States - a longstanding Purdy tradition.

Purdy brushmakers enjoy their work at Purdy and feel it is very rewarding. Many of Purdy's brushmakers have been performing this job for two to three decades - some even over 30 years.

Most of the brushmakers who eventually leave Purdy go by way of *their retirement party*, not to work for someone else. And that's the way Purdy likes it.

Finally, Purdy brushmakers all have a unique sticker they proudly place on each brush as it is completed. They want professional painters to know the tool in their hand was made to the highest level of quality in the industry by someone who still cares.

One brush at a time.

How many other companies stand behind every brush they make, in such a personal way? We haven't heard of even one.

ABOUT PURDY PROFESSIONAL PAINTING TOOLS

Approximately 70% of professional painters in America paint with Purdy brushes and rollers. For over 80 years, professional painters and skilled do-it-yourselfers have looked to Purdy for tools that enable them to paint better and faster. Purdy offers custom designed and engineered brush and roller products for every painting situation. All Purdy products continue to be made in the U.S. using only the finest components and the highest possible quality standards.

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