

PURDY NEWS RELEASE

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For Immediate Release

Introducing Professional-Grade Extension Poles from Purdy

Portland, Oregon – Purdy’s latest product introduction is Professional-Grade Extension Poles -- new, lightweight extension poles with virtually no flex and the tightest, most secure locking in the professional painting industry. Purdy Professional-Grade Extension Poles were designed to be the ultimate extension poles and to provide control never before seen in this product category, even painting at a distance of up to 16’. This new product will be available at better paint and decorating retailers throughout the U.S. and Canada.

Purdy Professional Grade Extension Poles use a rigid internal telescoping tube made from heavy-wall anodized aluminum to ensure superior strength and eliminate flex. This high-strength yet lightweight anodized aluminum tube keeps the poles rigid and flex-free without adding unnecessary weight that would be physically tiring for the painter. The anodized aluminum is then covered with a lightweight, fiberglass coating, painted “Purdy yellow” for a well-balanced, extremely durable external finish. The Purdy yellow finish also makes them hard to misplace.

Brought to market in partnership with Jiffyloc LLC, the poles feature an easy-to-use 1-button release lever that securely locks the pole at 6” intervals. The 1-button release solves slippage problems often experienced with typical twist-lock poles. Purdy Professional Grade extension poles are available in the most popular lengths of 1-2’, 2-4’, 4-8’, 6-12’ and 8-16’, and fit all standard screw-on roller frames.

Even at 16’ length, the poles are designed to feel like a responsive extension of the painter’s arm. In the past, painters often had to use extension poles that flexed when exerting pressure to apply paint correctly. Painters want the same control at extended length as they have holding the frame in their hand. They need to be able to exert pressure on the handle – right or left as required -- and have the painting tool respond. Purdy’s new super-rigid but lightweight Professional-Grade Extension Poles permanently solve the flex problem without adding unnecessary weight.

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.