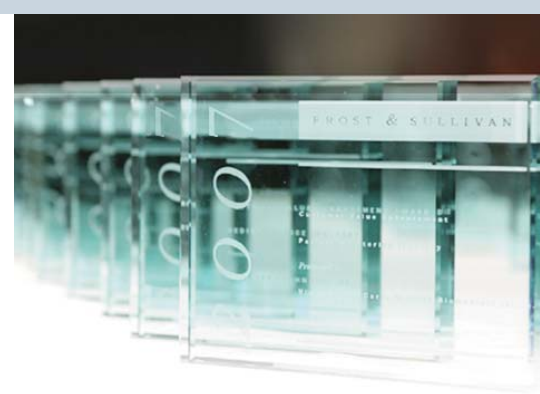




Purdy Professional Painting Tools: Recipient of the  
2007 United States Paint Contractors' Choice Award for Best Overall Brushes



*"Partnering with clients to create innovative growth strategies"*



## 2007 United States Paint Contractors' Choice Award for Best Overall Brushes

### Award Description

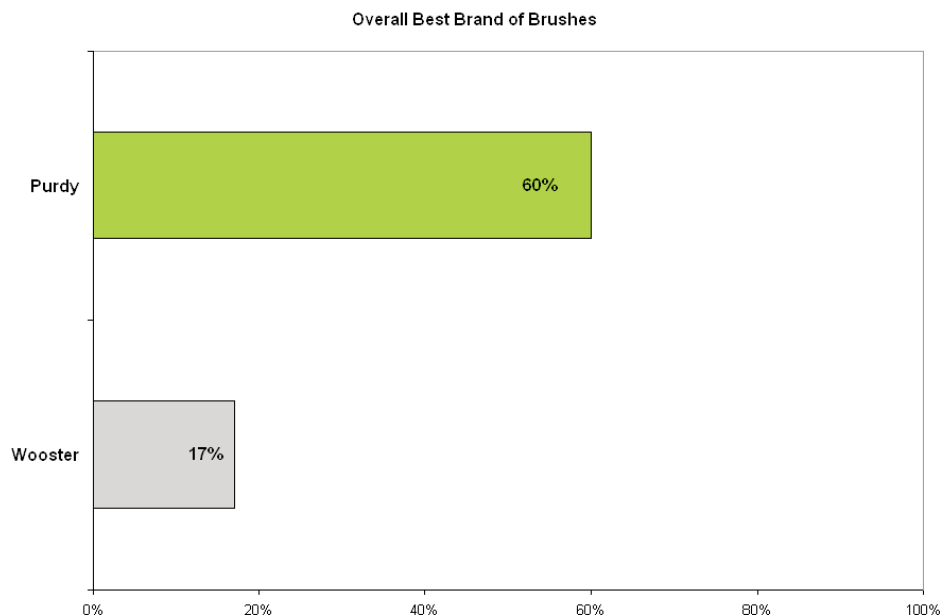
The Frost & Sullivan Paint Contractors' Choice Award for Best Brush category is bestowed each year upon the company that has demonstrated excellence for its Brushes. The Award recipient has distinguished itself through its proactive strategies that position it to emerge as a global leader.

### Research Methodology

The objective of the U.S. Paint Contractors' Choice survey is to measure brand preferences of paint products among professional paint contractors. The survey was completed in January 2007 using Frost & Sullivan's U.S. paint contractor panel that consists of professional full time paint contractors across the U.S. working with architectural coatings. To assess the competitive landscape of the paint products, Frost & Sullivan surveyed 202 full time professional paint contractors (both independent and company employed) across the U.S. Survey respondents were requested to select the paint products they considered to be the best in each evaluative category from a list of market competitors. Respondents were encouraged to specify other selections if their brand choice was not listed. Awards are presented to market participants that receive the highest proportion of respondent selections. The values presented in this document reflect the distribution of selections among valid responses.

### Award Measurement Criteria

The U.S. Paint Contractors' Choice survey measures paint product preferences. All respondents were asked to rate each product brand listed as well as any other brands they thought should be represented (by use of an "other specify" response option).



## Survey Results

The results of this research demonstrate the strong reputation that Purdy has among U.S. Paint Contractors. Specifically, Purdy Brush products are perceived as being the "Best Overall Brand of Brush" by six out of ten (60%) U.S. Paint Contractors...significantly above all competitors.

Respondents are instructed to select the best overall brush from a list of market participants. Respondents are encouraged to specify other selections if their brand choice is not listed. Only the top two (2) service providers are listed.

The 60% figure clearly demonstrates the superiority of Purdy over its nearest competitors in the Brush category. This Award recognizes Purdy for the extraordinary commitment to the development of its brush products. Specifically, the unmatched quality and durability has earned Purdy the top preference among paint contractors, who are a demanding and powerful reference group. These professional painters possess the ability to influence the purchases of their professional colleagues and their clear preference towards Purdy enhances the credibility of the Purdy brand among contractors and DIY consumers alike. And in their own words, Paint Contractors choose Purdy paint brushes because...

"They have good quality and work more than once..."

"...of low price..."

"...they are easy to clean.."

"They give good results, last long and stand behind their products."

"They hold paint much better and do not shed the bristle hair."

"We have bought Purdy brushes always."

"...durability of product, cost, availability...."

"...we have been using (Purdy) for over 50 years now and it has the best quality..."

"Their handle sizes are in all shapes like thick, thin, long etc."

"They have a style of brush I like. The bristle type is good."

"Washability...."



This most favorable evaluation that Purdy has received from Paint Contractors is expected to support the Purdy Brand in furthering its acceptance and prominence within the paint community. It is in recognition of the company's commitment to excel in quality of the brush product that Frost & Sullivan presents Purdy with the 2007 U.S. Paint Contractors' Choice Award for Best Overall Brushes.

## Company Background: Purdy

The Purdy story begins in 1925 when S. Desmond Purdy began building paint brushes in a converted 2-car garage in Oregon. His unswerving, uncompromising dedication to quality and excellence continue today. A man of strong principle, who believed that handcrafting the finest painting tools may take a little longer, but it was the only way to "build in" the characteristics and properties that assure superior coverage and unsurpassed performance that can only be found in Purdy tools.

In 1961, David Howard Sr. was a buyer for Montgomery Wards in California. He left Wards to accept an offer from Mrs. Purdy, after Mr. Purdy died, he was asked to come and manage the Purdy products. In 1965, Mrs. Purdy

retired, and David Howard Sr. took the helm. This marked the point when Purdy truly began to expand throughout the United States. Today the company sells its products in all 50 states as well as internationally.

In 1994, RAF Industries acquired Purdy after David Howard Sr. elected to retire. In 1998, RAF sold a majority of its share in Purdy to Bessemer Holdings. Today, Purdy is the flagship brand of Paint Sundry Brands, an organization that also manufactures and sells Symphony by Purdy faux finishing tools, Bestt Liebco professional and consumer painting tools and QuickSolutions by Bestt Liebco specialty painting tools. The one constant amidst the changes in ownership is that Purdy's philosophy is still one of QUALITY, SERVICE and VALUE, all of which are done with INTEGRITY. Purdy handcrafts the world's finest painting tools.

Courtesy of [www.purdy.com](http://www.purdy.com)

Purdy products are specifically designed for professional painters. Specifically, all Purdy paint brushes are handcrafted in Portland, Oregon. It is a labor-intensive endeavor and Purdy brush makers possess remarkable dexterity and skill. Their expertise is unmatched – in fact, the average time of employment in the brush making department is twelve years. Every Purdy paint brush is carefully inspected and receives a personalized stamp with the brush maker's name on the ferrule of the brush.

Purdy's premium synthetic filaments are tipped and flagged...meaning the ends of the bristles are ground to a fine point and split numerous times to increase the surface area at the end of each filament. Purdy's proprietary methodology remarkably replicates the inherent flagging of natural bristles. This enables the contractor, with each dip into the paint can, to pick up more paint, cover more surface area, and to lay the paint down in a very smooth manner.



To enhance control of the paint release on the substrate, a variety of filament lengths are included in each brush. This further increases the total surface area of the brush and ensures excellent paint distribution.



Alder wood plugs are inserted deep inside the center of the ferrule of the brush to ensure a full paint reservoir. This allows the brush to hold an ample supply of paint, which increases a professional's productivity during each project because there are fewer interruptions to re-dip the brush back into the paint can.

And due to Purdy's craftsmanship, professionals also don't have to waste time laying down tape because Purdy paint brushes allow professionals to "cut-in" to tight spaces since their paint brushes distribute in a smooth and even manner along surfaces that are adjacent to ceilings, baseboards or corners.

But there is more to Purdy brushes than just the brush bristles...every Purdy brush has natural alder wood handles. This is a prized, hard wood because it is lightweight, comfortable to hold, and naturally wicks moisture away from the painter's hand.

Given all of the craftsmanship that Purdy puts into its brushes, it is no surprise that Paint Contractors choose Purdy as the best overall brand of brushes.



#### **About Frost & Sullivan**

Frost & Sullivan, a global growth consulting company founded in 1961, partners with clients to create value through innovative growth strategies. The foundation of this partnership approach is our Growth Partnership Services platform, whereby we provide industry research, marketing strategies, consulting and training to our clients to help grow their business. A key benefit that Frost & Sullivan brings to its clients is a global perspective on a broad range of industries, markets, technologies, econometrics, and demographics. With a client list that includes Global 1000 companies, emerging companies, as well as the investment community, Frost & Sullivan has evolved into one of the premier growth consulting companies in the world.

Frost & Sullivan  
Stacie Jones • +1 210.247.2450  
stacie.jones@frost.com • www.awards.frost.com

Purdy  
Bill Pavilonis • +1 800.547.0780  
bill.pavilonis@purdycorp.com • www.purdycorp.com