

FOR IMMEDIATE RELEASE

## **New Purdy Chinex Brushes Provide Versatility, Easy Clean Up**

September 12, 2007 – PORTLAND, OR – Purdy today announced the introduction of a Chinex® brush series suitable for all coatings, all paint finishes and interior or exterior use. The 8-model line features 100% DuPont™ Chinex filaments that easily pick up and release today's heavy-bodied paints and make clean up a breeze. Purdy's exclusive flush ferrule-to-handle design provides exceptional comfort and grip. The product is of special interest to professional paint contractors because this Chinex family is the first new brush series launched by industry-leader Purdy in more than 7 years.

To optimize the Purdy Chinex brush design, the company conducted extensive research. Experienced professional painters field-tested the product at a variety of jobsites across the U.S. According to senior product manager, Tom Hatcher, "Our goal from day one was to deliver market-leading performance." With that in mind, the new brush design was evaluated by pros across a spectrum of criteria including pickup, release and distribution of paint, cutting-in precision, stiffness retention, overall performance, and ease of clean up. Hatcher continues, "Our thorough testing paid dividends, enabling us to offer painters what we consider to be a superior Chinex brush that meets or exceeds the high-performance expectations of professional paint contractors."

Like natural bristle, the Chinex filaments in the Purdy brush are self-flagging, which maximizes paint coverage and extends the life of the brush. What sets Chinex apart from bristle is the remarkable "cleanability" of the brush and the excellent stiffness retention of the filaments, which hold their shape and provide excellent performance while applying a wide variety of coatings.

Purdy customers will recognize the product nomenclature. The 8 new Chinex models include a 2" and 2½" angular trim Dale™ design with a rattail handle; a 2", 2½" and 3" angular trim Glide™ design with a fluted handle; a 2½" and 3" straight trim Sprig™ design with a beavertail handle; and for varnish and enamel applications, a 3" Swan™ design with a beavertail handle. All handles are natural alderwood, a lightweight hard wood that naturally wicks moisture from a painter's hand.

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.

#

*DuPont and Chinex are trademarks or registered trademark of E. I. du Pont de Nemours and Company. Dale, Glide, Sprig and Swan are trademarks of Purdy.*

**Media Contact: Don Fogle, 512-217-5533, don.fogle@shinestrategic.com**