

## PRODUCT UPDATE

### **Contractors Achieve 30% Productivity Gains with Colossus Covers**

#### **Product news summary:**

Painters using Colossus™ roller covers from Purdy can roll one-third farther than those using traditional lambskin roller covers. The productivity advantage is achieved via a high-capacity polyamide fabric that holds and rolls a remarkable amount 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 product's 1-1/2" polypropylene core fits all industry-standard frames. Available in three nap sizes, Colossus roller covers are ideal for use with all latex and oil-based paints.

#### **How painters can learn more:**

Painters can visit [www.purdycorp.com/colossus](http://www.purdycorp.com/colossus) to get complete product information and to find a Purdy retailer in their area.

#### **Background information - why this news is timely:**

Purdy is now launching the Colossus roller cover through all retail channels. Professional contractors can purchase the product at local paint dealers across North America.

Previously, the Colossus product was only available in a 1 3/4" core design under the Purdy PRO-EXTRA™ label. This PRO-EXTRA product is still available. Positive customer feedback coupled with requests for a standard 1 1/2" core design led Purdy to launch the new Colossus product under limited distribution in 2006. Now, with wide availability and strong promotional support, Purdy anticipates significant interest from professional painters seeking to benefit from the product's inherent productivity advantage.

#### **About Purdy**

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](http://www.purdycorp.com) or call Purdy directly at 800-547-0780 or 503-286-8217.

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