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Hyde Once Again Re-Invents the Putty Knife With a Profitable New Retail Category Solution

SOUTHBRIDGE, MA – The company that virtually invented the surface preparation hand tool category is at it again. Hyde Tools, Inc., whose Black & Silver® Tools still reign supreme with paint professionals, has unveiled a full retail category program that delivers high quality and profit margin at every price-point.

The program includes three new lines of putty knives and scrapers that together with the Hyde Black & Silver® product provide a tiered, “good, better, best and premium” arrangement for easy self-selection at retail. The 32 new tools offer something for everyone – male and female, pro and homeowner, frequent and occasional user. The full line will be unveiled at the National Hardware Show in Las Vegas, both at the NRHA Global Village and the Hyde Tools booth, #5938.

At the top of the tier: HYDE® PRO STAINLESS Tools, a premiere line of durable, soft-grip tools for frequent users that feature rust-resistant *stainless steel blades* at highly competitive prices. This line joins Hyde’s Black & Silver® Tools as prime solutions for paint pros and others who use paint prep tools extensively. Features include:

- High-quality, hollow-ground stainless steel blades
- Metal Hammer Head® end for setting nails
- Ergonomic comfort-grip
- Over-mold only where you need it, so scraper handles slip easily into your pocket
- Finger grips & stops for safe, efficient scraping
- Tested with pros and guaranteed for life

For remodeling professionals or serious do-it-yourself users, Hyde offers HYDE® PRO PROJECT Tools, a full line of high-quality tools with many of the same features but with carbon

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steel blades for less frequent use and a lower price-point. At the lower end, the HYDE® Value Series provides hard-working, high-value tools with stamped blades and comfort plastic handles for lighter use.

“Despite tough conditions in the construction and remodeling markets, we believe in the strength of the paint prep category,” said Hyde Tools Executive Vice President and COO Rob Scoble. “We’ve made a big investment in our paint prep program, re-engineering a large number of tools to meet new user preferences and price/value expectations.”

“Research was key to the design and pricing,” said Corey Talbot, Hyde’s Director of Product Development.

“The full lineup was created to reflect what we learned from end users and retailers during extensive research,” Talbot said. “Every feature, from the handle size and over-mold placement, to the blade thickness and size, to the pricing and profit margins, were designed to match the expectations of our retail partners and their customers.

Rick Farland, Hyde’s Director of Engineering added, “The market for our tools is increasingly diverse. Every retail program has to take into account the fact that 45% of these tools are purchased by women, and a large and growing percentage of the professional market is Hispanic. Talking with users and testing the tool in their hands is critical.”

Hyde was the first in the industry to create the drywall joint knife and introduced the multi-tool to the American market. The company continues to supply a huge offering of tools used in paint preparation and finishing, drywall installation and finishing, masonry, concrete and many other trades. The HYDE® brand is well known with pros and serious do-it-yourself users for being high-quality and highly durable.

For more information on HYDE® products, visit www.hydetools.com, call 800-872-4933 or e-mail custrelations@hydetools.com.

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