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**LINK HERE FOR 300dpi PHOTOS:** <http://drop.io/hydetools>

***Hyde Group Company A. Richard Introduces  
Full Paint Applicator Retail Program***

What the HYDE® brand is to the U.S., the Richard brand is to Canada. In fact, the founder of A. Richard, based in Québec, worked for Hyde before moving to Canada to explore new markets.

Today, Richard is a Hyde Group company and a dominant North American supplier of high-quality, innovative tools. Richard distributes and makes over 3,000 products that are used in surface preparation, finishing and painting – and commands an astonishing 85% of the Canadian market in the surface prep category!

This year, visitors to the National Hardware Show will be treated to the culmination of a huge Richard investment in paint applicator programs for paint stores, home centers and hardware stores. On display will be full-program planograms (up to 24 feet of wall space) designed to fit the needs of retail partners. True to Richard’s display style, each planogram is tightly configured to capture the full potential of the retail space. The displays are also well branded, using Richard’s signature green and yellow colors on products, packaging and retail signs.

Innovative tools are featured throughout.

“We have a new generation of paint brushes – including a gooseneck flexible brush – and many other unique products,” said A. Richard President and CEO Francois Panfili. “These are high-quality tools, with key products that have a lot of added value and innovation built in.”

Included in the program are the paint brushes, roller covers, trays and liners and all the necessary paint tool accessories to complete a paint job from start to finish. More than 20 feet of wall space in the Hyde/Richard booth will be devoted to displaying and demonstrating Richard applicator programs.

For more information on Richard brand products, visit [www.arichard.com](http://www.arichard.com). Retailers are also welcome to visit Richard at the National Hardware Show, booth #5938.



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