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HYDE TOOLS EXPANDS PRODUCT DEVELOPMENT DEPARTMENT

Corey Talbot, Rick Farland Take Leadership Roles

Southbridge, MA – National hand tool manufacturer Hyde Tools, Inc., has expanded its product development department and hired Corey M. Talbot of Hebron, CT, as Director of New Product Development. He is charged with developing and managing all new and existing product lines for the retail, industrial and distribution channels where HYDE® holds brand leadership.

Product Development Manager Rick Farland, a Sturbridge, MA, resident, has assumed the new position of Director of Product Engineering. In his new role, Farland will work with the product development, finance, manufacturing and purchasing departments to tap global market resources and ensure that Hyde's products are highly competitive in both quality and price.

Talbot: Driving Innovation



In his new position, Talbot will take charge of product line development from concept through inventory. He will lead Hyde's cross-functional product development team and will direct all research, packaging, pricing and product management. His appointment underscores Hyde's aggressive stance on product development and innovation as critical components of HYDE® brand growth. Talbot is charged with fulfilling the company's goal of generating 25% annual revenues through new products and product innovation.

Talbot brings to Hyde an extensive background in marketing with specific experience in new product development and product management. He has held marketing positions at The Stanley Works, Danaher Tool Group, American Saw & Manufacturing, Mainstay Incorporated and the Lenox Division of Newell Rubbermaid. His vast experience in the hand tool industry, where HYDE® has significant brand leadership, is viewed as an ideal fit for the organization.

Farland Focus: Design and Function



In his new job, Farland will develop and implement both process and program improvements for product and packaging design, product specifications and drawings. His responsibilities extend to both new and existing products and product lines.

A senior manager at Hyde for more than nine years, Farland developed many of Hyde's most widely recognized products, including a full line of contractor-quality ergonomic tools called MAXXGRIP PRO®. As product development manager, he managed the rebranding initiative that has fueled significant growth of the HYDE® brand over the past three years.

With a bachelor's degree in Mechanical Engineering from Worcester (MA) Polytechnic Institute, Farland began his career as a senior design engineer for Pratt & Whitney Aircraft. He also has been a development engineer for Spalding Sports Worldwide and a senior research and development engineer for Greenfield Industries/Disston.

Farland is a member of the national Product Development and Management Association. He and his family live in Sturbridge, MA.

Hyde Tools, Inc. is North America's leading manufacturer of surface preparation hand tools. More professionals choose HYDE® over any other brand of paint preparation and drywall tools.*

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*Results of independent research per PDRA Market Research.