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Contact:
Six-Point Creative Works
Laura Stamborski
413-746-0016
lstamborski@sixpointcreative.com

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Hyde Group Companies Present Full Retail Category Solutions at 2010 NHS

SOUTHBRIDGE, MA – Hyde Group companies Hyde Tools, Inc. of Southbridge and A. Richard of Québec have joined forces this year to introduce a vast selection of new tools to North American markets under the HYDE® and Richard brand names. Nearly 900 new products will be showcased at the National Hardware Show, in what Hyde Tools President and CEO Richard M. Clemence calls “a massive, best-of-category roll-out” for North American markets.

Hyde Tools, a leader in surface preparation and finishing tools as well as airless spray systems, has partnered with its Canadian sister company, A. Richard, to introduce the following new programs at booth #5938:

- **Richard Brand Paint Applicator Retail Program.** A. Richard is the Hyde Tools of Canada, with #1 market share, strong retail presence and more than 3,000 products for surface preparation and painting. The company’s most significant new retail news includes new modular retail planograms with up to 24 running feet of paint brushes, trays, roller covers, cage frames 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 demonstrating Richard applicator programs developed for North American paint stores, home centers and hardware stores.
- **HYDE® Brand New Paint Prep Category Solutions.** Hyde Tools has reinvented much of its primary putty knife and scraper program to give retail partners competitive new tools with excellent margin and sales potential at every price-point. The program includes three new lines of putty knives and scrapers that together with Hyde’s signature Black & Silver® Tools provide a tiered, “good, better, best and premium” arrangement for easy self-selection at retail. The 28 new tools offer something for everyone – male

Hyde Tools, Inc., 54 Eastford Road, Southbridge, Massachusetts 01550-1875
Phone 508-764-4344 • Fax 508-765-5250 • www.hydetools.com



and female, pro and homeowner, frequent and occasional user. Top-of-the-line among the new offerings is a series of tools for pros that offer *stainless steel blades* with an ergonomic handle. The whole selection will be on display at the NRHA Global Village and the Hyde/Richard booth.

- **HYDE® Airless Spray Demonstrations & Merchandiser.** Hyde has been pushing the envelope in airless spray technologies, and will demonstrate two new patented spray systems – the HYDE® Pivot Nozzle Wand for pressure washing and the HYDE® RVT® Airless Spray System for commercial painting. Also showcased at the booth is a new **walk-around merchandiser** that combines both product lines into one attractive display.
- **A Wide Range of New Tools.** On hand as well will be a selection of new offerings from both Hyde Tools and A. Richard. New tools include a contour scraper with a quick-release blade change lever and six stainless steel blades; an electric version of Hyde’s Pivot Nozzle Wand for pressure washers; and from Richard, unique new “gooseneck” brushes and other innovative applicators.

“We’re very excited to have our two leading brands working together to roll out such meaningful category programs,” said Clemence on behalf of the Hyde Group. “With the positive results the Richard program has had in Canada and the strong reception Hyde is experiencing with our advanced new spray technologies, we expect to see the companies working closer together than ever on a comprehensive North American strategy for the Hyde Group.

Hyde Tools and A. Richard are longtime category leaders in paint prep, drywall, masonry, concrete and many other categories. HYDE® brand share, at 46.7%, is double that of competitor brands,* and Richard commands an 85% market share in Canada. HYDE® and Richard are both well-known with professional and serious do-it-yourself users for producing high-quality and highly durable tools.

For more information, visit Hyde and Richard staff at the National Hardware Show, booth #5938.

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*Results of independent research studies per PDRA Market Research

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