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NEW WALL REPAIR PRODUCT FROM HYDE PROMISES A “BETTER FINISH”

SOUTHBRIDGE, MA – Hyde Group has introduced a new drywall repair product that’s designed to improve the experience of repairing walls and to promote a better finish once a wall has been repainted. The product contains three ounces of drywall joint compound in an innovative package that includes a built-in putty knife for making the repair. It’s available in both of Hyde Group’s widely distributed brands – HYDE®, a leading U.S. brand, and RICHARD, the #1 pro brand in Canada.

Unlike most wall patching products, Hyde Group’s Better Finish™ Nail Hole Filler is composed of the same material used to finish the wall originally – joint compound, as opposed to spackle. As the most compatible substance available for working with drywall, joint compound creates a more invisible repair than other patching materials, which tend to become obvious after painting.

“Joint compound is both easier to spread and sand, and it also promotes a better finish than spackle,” notes Corey Talbot, vice president of marketing and product development for Hyde Group.

Better Finish™ Nail Hole Filler has a number of other advantages over spackle or other patching products. First, it comes in a patented container that keeps the compound fresh for a full three years – even after it’s been opened! That feature eliminates the #1 consumer complaint about wall patching



The Hyde Group family of companies.

materials, Talbot explains. “If you read product reviews online, you’ll see continual complaints about patching material drying out before ever being used – or drying so quickly after opening that it’s barely usable.” By contrast, Hyde’s compound is optimized for easier spreading, and its innovative packaging keeps the filler fresh both on the shelf and during use. The design also allows you to reseal the package and keep the product fresh for later use.

To use these nail hole fillers, you simply pull off a zip strip, rotate the applicator to release the compound, remove the hangtag and squeeze compound onto the wall to fill holes and indentations. The built-in 2-inch putty knife serves as a smoothing tool, eliminating the need for additional tools.

Two additional benefits, according to Talbot:

- Better Finish™ Nail Hole Filler does not shrink, as other fillers do.
- Better Finish™ Nail Hole Filler is easier to sand, and will not “gum up” the sanding material or harden beyond the sander’s capability.

For more information about the HYDE® and RICHARD Better Finish™ Nail Hole Filler Joint Compound (HYDE® item #09914; RICHARD item #18199), and other items for North American selling, visit hydetools.com or contact Hyde Tools customer relations at 1-800-872-4933.

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