

Contact:
Six-Point Creative Works
Marsha Montori
413-764-4344
mmontori@sixpointcreative.com

FOR RELEASE
May 1, 2018

INNOVATIVE NEW WALL REPAIR KIT FROM HYDE PROMISES A “BETTER FINISH”

SOUTHBRIDGE, MA – Brand new from Hyde Group is a wall repair kit that makes very easy work of repairing holes up to 4 inches in diameter. The Better Finish™ Wall Repair Patch Kit comes with everything you need to make a substantial repair – and it promises to improve the patching process and leave a better-looking finish once the wall is repainted. The kit is available in both of Hyde Group’s widely distributed brands – HYDE®, a leading U.S. brand, and RICHARD, the #1 pro brand in Canada.

Included in the patch kit are two tubes of Better Finish™ Nail Hole Filler Joint Compound, also a brand new product this year from Hyde Group. Unlike other wall patching products, this nail hole filler is composed of the same material used to finish the wall originally – that is, it is joint compound, as opposed to spackle. Its compatibility with drywall makes joint compound a much better choice for wall repair, as it leaves a more invisible repair than spackling compound, which tends to be obvious after painting.

While most patching kits contain a small plastic wall repair patch that requires “embedding” with compound – plus a 2-inch plastic smoother that’s insufficient to the task of covering a substantial hole – the HYDE® and RICHARD Better Finish™ Wall Repair Patch Kits come with a self-adhesive metal patch and the 6-inch joint knife that any pro would



The Hyde Group family of companies.

recommend as the right size for repairing a 4"-inch hole. Sandpaper and step-by-step instructions are also provided.

Because the patching material provided is joint compound, this kit has other benefits as well, notes Corey Talbot, vice president of marketing and product development for Hyde Group.

“First,” he says, “our joint compound comes in a patented tube 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 materials. 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. And the tubes are designed with a 2-inch applicator for smaller repairs, as well as a hang tab for easy storage.

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 Better Finish™ Wall Repair Patch Kit (HYDE® item #09915; RICHARD item #18209) and other items for North American selling, visit hydertools.com or contact Hyde Tools customer relations at 1-800-872-4933.

-end-