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**HYDE TOOLS WINS GOLD IN NATIONAL
PACKAGING & MERCHANDISING AWARDS**

SOUTHBRIDGE, MA – Hyde Tools is the proud recipient of a Gold Packaging Award from The North American Retail Hardware Association’s 2013 Packaging & Merchandising Awards. The award was presented for design of the new HYDE® Pour & Roll™ package. Hyde also received honorable mention for its new Dust-Free Hand Sander packaging.

Although the Pour & Roll™ marries two products – a high-quality paint can rim with a pour spout and a paint grid for use with brushes and mini-rollers – the packaging is minimalist. A simple card is folded around the paint grid for product identification and features line art that illustrates the uses of the tools. “Minimal packaging not only allows buyers a better view of the product,” notes Corey Talbot, Vice President for Marketing and Product Development for Hyde; “it is also eco-friendly and avoids the frustration consumers express with regard to excessively packaged products.”



The Dust-Free Hand Sander is boxed, using the signature HYDE® color palette featuring product details and instructions in three languages. Both packages were designed by Six-Point Creative Works in Springfield, MA.

The American Retail Hardware Association Packaging & Merchandising Awards are distributed annually at the National Hardware Show in Las Vegas. The 2013 awards will be presented in a ceremony Tuesday, May 7th in Las Vegas.

For more information about these award-winning products, visit hydertools.com, contact your Hyde Tools sales representative, email custrelations@hydertools.com or call (800) 872-4933.

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