



For a better finish, start with HYDE.

IMMEDIATE RELEASE

April 30, 2009

Contact:

The Momentum Group
Media Relations Department
Joy Gora 413- 525-1700
jgora@momentumgroup.com

**See demos at the National Hardware Show
May 5-7, Las Vegas, Nevada**

NEW! HYDE® PIVOT NOZZLE PRESSURE WASHER WANDS

*Product Breakthrough for Dealers:
Package Design Sells the Power in the Pivot*

The new Hyde® Pivot Nozzle Wand technology, specifically designed to save pros and homeowners time and effort, offers dealers a profitable break-through line with a big market. These new wands are matched to the medium duty (up to 4000 PSI) pressure washer guns most used by commercial painters and homeowners. Every painter and pressure washer pro can quickly see the benefits of the new Hyde Pivot Nozzle Wands.

The retailer-friendly flashy package deftly demonstrates what makes the Hyde wand different: the Hyde patented Pivot Technology. Without opening the package, you can try the wand and twist the grip to see the pivoting action. It's immediately clear why these new wands are an improvement. You can feel how the patented pivoting nozzle actually helps you do the work. Because the head of the wand pivots 90 degrees, it's easy to see there is ***no need to stoop, bend or kneel to get to hard to reach places.*** It has a robust design for perfect handling and has been drop-tested to ensure rugged durability pros need on the job.

Director of Product Development for Hyde, Corey Talbot says that wands are a perfect match to the vast majority of guns on the market. He notes that the two wands offered—a 40" and a 28"—have been heavily field and lab tested. The wands clearly have a robust, powerful feel and durable heavy-duty construction.

For information about distribution, dealers can call 800-USA-HYDE or e-mail custrelations@hydertools.com. Reference the Hyde SKU# 28445 for the 40" and Hyde SKU #28435 for the 28".

HYDE® is a registered trademark of Hyde Tools, Inc.

PRODUCT BACKGROUND FOR EDITORS

WHY HYDE DEVELOPED THIS NEW PIVOT NOZZLE TECHNOLOGY

Lets the tool do the work instead of the user's body

Power washing is most effective when the stream of pressurized water directly faces the target surface,” says Corey Talbot, Director of Product Development. “With this new Hyde Pivot Nozzle technology, you can easily re-direct the stream of water from the handle. You can maintain a comfortable, balanced stance and reach difficult areas without bending or reaching. This creates a more efficient job.”

Talbot says that the new Pivot Nozzle technology solves complaints users have with conventional wands. “With the old style conventional straight wand, high or difficult-to-reach areas are very awkward to attack. To keep the tip close to the required 90 degrees you have to contort your body into dangerous positions. The new Hyde Pivot Nozzle doesn't require the 90 degree restriction. It gives you more control by angling the head so you can reach higher places more effectively without having to climb a ladder. Your arms can now be kept close to your body so you experience less fatigue and stay out of the way of falling water.”

The Hyde team supervised field testing of the wands and made refinements based on user feedback to make certain that painters would find the new Pivot Nozzle technology to be a major breakthrough. Users are able to do a better job pressure washing, while expending less energy and reducing potential risks of injury. The most important advantage for pros and homeowners is saving time—being able to do more jobs in a shorter amount of time. To find a distributor, call 800-USA-HYDE or e-mail custrelations@hydertools.com. Reference the Hyde SKU 28445 for the 40" and 28435 SKU for the 28".

HYDE® is a registered trademark of Hyde Tools, Inc.



Hyde 40 Pivot Nozzle Wand is a 4000 PSI-rated, pro-grade robust tool engineered for dependability and durability. A perfect fit for pros who are already working with a ¼" thread gun. The new technology provides better reach and power for the most demanding jobs while fitting perfectly in the hand. Just twist the handle to activate the nozzle



Hyde 28" Pivot Nozzle Wand is a 3200 PSI-rated, pro-grade, robust design engineered for dependability and durability in a smaller size—fitting all M22 threaded guns. Painters like the pro-tough feel and the easy-to-use way you can activate the nozzle feature by a twist of the handle.

HYDE® is a registered trademark of Hyde Tools, Inc.



No stooping, bending or kneeling with Hyde's new Pivot Nozzle wand. Arms can be kept comfortable and close to the body while angling the tip to spray at ground level.



Spraying in high, hard-to-reach places is easy with the new Pivot Nozzle wand from Hyde. The pivoting head at the end of the wand gives users greater control and increased versatility to do more with less strain increasing the effectiveness of the tool.



Stunning package design invites pros and DIY to try the interactive product and see how the new Pivot Technology makes pressure washing so much easier.

BACKGROUND INFORMATION FOR WRITERS:

Big projects take a backseat while homeowners focus on maintenance and repair

A study commissioned from the Home Improvement Research Institute (www.hiri) by the NPD Group concluded the following:¹

- **Home improvement seems to be faring somewhat better than other industries. Consumers plan to spend 7% more on home improvement projects in 2009 than they did in 2008.**
- **Outdoor living projects were included in the top ten projects that consumers completed within the last 12 months, with decks, patios and porches landing third on the list.**
- **Painting accounted for 14% of total subprojects as recently as February 2009.**

###

¹ For more information, contact the Home Improvement Research Institute at 813-627-6750 or www.hiri.org.