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**HYDE TOOLS WINS NRHA AWARDS
FOR ECO-FRIENDLY PIVOTJET® MERCHANDISING**

SOUTHBRIDGE, MA – Hyde Tools’ new line of PivotJet® wands for garden hoses has captured two packaging and merchandising awards from the North American Retail Hardware Association for its effective, eco-friendly merchandising. The awards will be presented in May at the 2013 Packaging and Merchandising Awards Expo at the National Hardware Show in Las Vegas.

The awards to be presented include a Silver Merchandising Award for a floor merchandiser and a Silver Packaging Award for the packaging of the tool itself. Both are part of a start-to-finish eco-friendly system Hyde has developed to eliminate waste and facilitate fast, economical packaging, shipping and stocking by stores.

“In the same way we’ve re-engineered many of our tools to promote efficiency and incorporate user preferences, we’ve also re-engineered our merchandising to meet growing demand from consumers and retailers for more minimalist, eco-friendly packaging,” said Corey Talbot, Vice President of Marketing and Product Development.



The full merchandising system begins with the tool itself, whose packaging includes only an oversized hangtag. The hangtag allows for easy brand identification, full product details and instructions, while the lack of a product box or wrapping makes the product more accessible to shoppers, allowing them to test the tool’s main feature – a pivoting tip.

For shipping and display the tools are



supported in a simple corrugated box that allows a retailer to simply remove the box cover and place on a shelf. This shelf merchandiser suspends the tool to protect it for shipping, allows good visibility of the product card for visual appeal on the shelf, and leaves the tool free for consumers to pick up and test while making a purchase decision. The same hanger that attaches the hangtag to the tool also allows retailers to hang the PivotJet® on a product wall if preferred.

When this box arrives, retailers can simply remove the cover and put the merchandiser on the shelf.

Awarded a Silver Merchandising Award was the new PivotJet® Floor Merchandiser, which also doubles as shipping crate and retail showcase for the tool. When floor merchandiser arrives, retailers simply can open the front portion of the merchandiser, fold back and assemble without any additional materials or tools. To provide in-use applications at a glance, the box comes with an informational 12" x 12" header that can be customized if the retailer prefers.

These all-in-one, practical merchandising solutions are easy to use and allow the retailer to get products out on the floor quickly with no additional materials needed. The eco-friendly packaging is designed to appeal to consumers who are sensitive to waste and frustrated with overly packaged products.

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



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