



For a better finish, start with HYDE.

## FOR IMMEDIATE RELEASE

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## NEW FOR HARDWARE STORES, PAINT STORES, AND LUMBER & BUILDING MATERIALS DEALERS

### HYDE MULTI-TOOL WORKS HARD FOR PROS IN EVERY TRADE

*Modern Merchandising Supports Competitive Priced Tool*

Launching the highest quality multi-tool in the market, Hyde Tools innovative product development group is supporting retailers with high impact merchandising support. Rob Scoble, Vice President of Sales & Marketing, cites the colorful, eye-catching and informative on-handle packaging, Hyde’s advanced 10-use label system, the countertop display and the slim 1/8 special value pallet—all in the Hyde brand brick & tan packaging that pros trust.

“Every pro and serious DIY in your store should have this tool on their tool belt. It meets the heavy duty, real-world construction site requirements—for painters, drywall installers, remodelers, and many more,” says Scoble. He asks buyers to “show this new tool to every pro that comes in on their way to the worksite. They can see at once the advanced features—and can afford to purchase it right away.”

The product offers higher quality and more features for pros at a highly competitive suggested retail price of \$7.89.

Hyde is the leading brand in multi-tools according to a Paint & Decorating Retailers Association 2008 study. Based in Southbridge, Massachusetts, Hyde is the leading provider of surface preparation and finishing tools in the USA. For more information on the new 10-in-1 Multi Tool from Hyde, contact customer service at [custrelations@hydertools.com](mailto:custrelations@hydertools.com).

*Caption: High impact 1/8 pallet and counter top merchandisers are designed to move new products in entry price point categories fast.*



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