



For a better finish, start with HYDE.

IMMEDIATE RELEASE

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BRIGHT NEW MERCHANDISERS FOR PAINTER'S PYRAMID® FROM HYDE TOOLS, INC.

*Now You Can Order the 2008 Retailers' Choice Award Product of the Year
In User-Attracting Packs & Counter Tops*

Retailers' asked—how can I showcase such a tiny product that has so much appeal? Easy! Use bright color, and eye-catching merchandising packs for planograms and counter tops.

This is a great way to display the time saving paint project tool that has attracted so much media attention. Millions of readers, prime time and online viewers have already seen the Painter's Pyramid on Cool Tools with Kevin Kelly, in This Old House, on HGTV, Wood Magazine, DIY website and Jobsite Magazine.

Hyde Tools, Inc. has announced an exclusive agreement with K&M of Virginia, Inc. to provide this high visibility product to the home improvement and builder's markets. On October 1, Hyde launched the product officially to all distribution. Merchandisers are ready for ordering.

Corey Talbot, Hyde's Director of Product Development said, "On projects like painting cabinet doors, this product cuts project time in half." Mr. Talbot wanted to get display packs to retailers fast because every customer painting or staining shutters, cabinet doors, furniture, and moldings needs Painter's Pyramid.

The Painter's Pyramid received the coveted Handyman Club of America Member Tested and Recommended and Contractors Tested and Recommended seals of approval with a **97% recommendation rating**. And, it was voted Retailers' Choice Award Product of the Year for the National Hardware Show.



Need to move more products in a tight year? Put a Counter Top Merchandiser right at checkout.

Want to catch the user right at the time of buying paint? Put these bright yellow pyramids packaged in Hyde's "brick and tan" colors next to brushes and paints. Another great place is on the wood staining shelves.

For more information contact the customer service department at custrelations@hydertools.com.

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