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**HYDE TOOLS NAMES SUSAN WYTRYCH  
CHANNEL MANAGER**

SOUTHBRIDGE, MA – Hyde Tools, a leading U.S. manufacturer of tools used in home, commercial and industrial remodeling, has hired Susan Wytrych as Channel Manager. Wytrych will represent the entire range of products in Hyde’s Professional Products division.

She comes to Hyde from the Windsor Marketing Group in Suffield, CT, where she was major accounts sales manager. Her new position takes effect immediately.

“Susan brings over 20 years of valuable knowledge and experience in sales, marketing, and channel management positions,” said Corey Talbot, Vice President of Marketing and Product Development. “She is a proven leader of cross-functional teams that achieve the company's and customers’ goals.”

Wytrych will have responsibility for working in partnership with the Hyde sales team, independent manufacturer’s representatives, and customers to increase the sales and visibility of HYDE® brand products in all domestic channels of distribution, Talbot said. “We are very excited to welcome her and look forward to working with her to reach our goals.”

Wytrych’s experience includes relevant positions at Gerber Scientific Products, MeadWestvaco, Southworth Company, Intelicoat Technologies, Inc. (formerly Rexam Image Products), and S&S Worldwide. She is a graduate of Fitchburg State University and is currently working toward an MBA from Western New England University.

Wytrych lives in Feeding Hills, MA with her husband Ed. They have two sons, Ryan and Connor, and two Chocolate Labrador Retrievers, Hobbs and Cocoa.

Hyde Tools is a Hyde Group company based in Southbridge, MA, with a distinguished 140-year history of leadership in the manufacture and mass marketing of hand tools.

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