



FOR IMMEDIATE RELEASE

Confirmed: Pro Painters Prefer Purdy® Brushes and Rollers

inPAINT® magazine survey ranks the Purdy brand above the rest for 5th consecutive year

CLEVELAND – June 16, 2020 – [Purdy®](#) Brand has once again been selected by 35,000 professional painters as the “Most Preferred Brush Brand” and the “Most Preferred Roller Brand” according to [inPAINT®](#) magazine’s Annual Brand Preference Survey published in the [May/June 2020](#) issue. It marks the fifth consecutive year Purdy has been chosen as the top brand for both applicator categories in the survey.

Purdy dominates the polls

When *inPAINT* reached out to its print and online readers and asked which brands they are finding the most success with, the response was a resounding endorsement for Purdy products with 60% of the vote in the “Brush Brand” category and 59% of the vote in the “Roller Brand” category. In fact, brand preference for Purdy products showed a sharp increase, gaining 6% in the brush category while growing by 13% in the roller category compared to 2019 survey results.

“We pride ourselves on delivering craftsmanship that pros can appreciate, and for us, there is no better evidence we are meeting that mark than being named a top brand once again for the fifth year in a row,” said Mark Eichelberger, marketing director, Purdy. “We know the care our customers put into every project and how the right brush or roller can make all the difference. It’s a special privilege to have the support of so many business owners, and we promise to work even harder to keep our name on top for years to come so painters can continue to stand back and admire a job well done.”

The tools pros prefer

[Purdy brushes](#) are handcrafted without compromise, in the same way they were over 95 years ago. Each bears a sticker with the brushmaker’s signature. This personalization is a mark of pride—Purdy Brand wants professional painters to know the tool in their hand was made to the highest level of quality by someone who cares as much as they do when it comes to putting their reputation on the line.

[Purdy roller covers](#) are made with the same devotion to quality as Purdy brushes. They load well, reduce splatter, release evenly and are available in a variety of sizes, making them great for taking on any project. And for painters who like options there is a roller cover for every need, be it a lint-free finish, heavy-duty coverage, or edge to edge application.

Dedicated to craft and quality

The first Purdy brush was built in 1925 and nearly a century later, the Purdy brand is the first choice for professional painters who build their name using the finest tools available. Long known for innovative solutions and exceptional quality, Purdy is also recognized for brushes and rollers that are second to

none according to the annual *inPAINT* magazine brand preference survey in 2016, 2017, 2018, 2019 and now, 2020.

Discover why [countless painters count on Purdy](#) products for a fantastic finish and the confidence to create amazing results. Fans can also connect with Purdy on [Facebook](#), check out the latest tools on [Instagram](#) and watch helpful how-to videos on [YouTube](#).

About inPAINT magazine

inPAINT magazine brings valuable information to professional painters who want to grow their business and serves as a valuable resource for manufacturers, consultants, and other service providers who are also looking to stay abreast of industry changes and evolving needs. Read more at <http://inpaintmag.com/>.

About Purdy® Brand

Purdy is a leading manufacturer of professional painting applicators for paint and decorating projects, delivering innovative products that provide the perfect finish. Since 1925, professional painters and skilled do-it-yourselfers have looked to Purdy for high-quality, handcrafted tools. Purdy offers premium paintbrushes, roller covers, extension poles, surface preparation tools and paint accessories for almost every application. Purdy strives on its commitment to quality, durability and performance. PROS demand ... PURDY delivers.

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