



FOR IMMEDIATE RELEASE

## **Purdy® Professional Painting Tools Launch Chinex® Elite™ Brushes**

CLEVELAND – Jan. 24, 2019 – Purdy Professional Painting Tools will officially launch its new line of Chinex Elite brushes at Sherwin-Williams Stores beginning March. 1 to help professional painters work more efficiently and be more productive.

The Chinex Elite Glide is available in 2-inch, 2.5-inch and 3-inch models, featuring a fluted handle and angular trim, a flat 2.5-inch fluted Bow model, a flat trim 3-inch Sprig model, and 3-inch Swan wall model, which each feature a beavertail handle. All models feature a stainless-steel ferrule.

All of Purdy's Chinex Elite brushes feature DuPont® Chinex® filaments, pre-flagged for better coverage and fast application, are ideal for heavy bodied, low VOC paints, and offer superior cleanability.

Like all Purdy brushes, the Chinex Elite is hand-crafted by experienced brushmakers at Purdy's manufacturing facility in Portland, Oregon. Brushmakers "sign" each brush with a sticker bearing their names, ensuring that every Purdy Chinex Elite brush meets the highest standards for quality.

"Professional painters today are looking for high-quality brushes that will stand up job after job," said Bill Pavilonis, marketing director, Purdy Brushes & Applicators. "Purdy's Chinex Elite brushes are specially designed to provide easy paint pickup and release, even on the roughest surfaces, saving time and effort for the painter. The easy-to-clean Chinex filaments will make the Chinex Elite the brush pros will reach for project after project."

For more information on Purdy's latest product innovations and painting tips and techniques, visit [purdy.com](http://purdy.com).

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### **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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