



FOR IMMEDIATE RELEASE
April 2014

**SYMPHONY™ BY PURDY® OFFERS FAUX FINISHING TOOLS
THAT TAKE THE FEAR OUT OF FAUX**

CLEVELAND – Consumers are always looking for ways to incorporate individual tastes and unique decorating ideas into their homes. Thanks to the latest premium Symphony™ faux finishing tools from Purdy®, they can easily personalize their décor and achieve the look they desire.

“Some consumers are hesitant about tackling faux projects because they appear to be complicated or require a professional. That’s just not true,” said Andrew Marsden, Purdy product manager. “A beautiful faux finish can be accomplished in only a few steps and Purdy’s Symphony line includes high-quality tools that easily create these beautiful, professional-looking results.”

There are several styles of faux finishes. These finishes include softening and blending, sponging and ragging, wood graining, combing, veining, dragging and flogging, and color washing. Looks can range from subtle and subdued, to rich and ravishing. According to Marsden, the Symphony line of decorative tools from Purdy make it simple to transform a room.

Symphony by Purdy faux finishing products are available at fine paint stores and hardware retailers nationwide.

For more information about Purdy, the Symphony line of faux finishing products or other fine Purdy products, visit www.purdy.com.

###

About Purdy

Purdy is the leading manufacturer of professional painting applicators for paint and decorating projects, delivering innovative products that provide the perfect finish. For more than 85 years, professional painters and skilled do-it-yourselfers have looked to Purdy for high-quality, handcrafted tools. Purdy offers premium paint brushes, 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.

Contact: Jenny Bahun or Amy O'Donnell
Falls Communications
216.472.6678 or 216.472.2396
jbahun@fallscommunications.com or
aodonnell@fallscommunications.com