

**FOR IMMEDIATE RELEASE**  
**December 2014**

**NEW PURDY® POWER LOCK™ EXTENSION POLE  
ALLOWS PRO PAINTERS TO REACH NEW HEIGHTS**

*Lightweight and durable, POWER LOCK comes with an innovative locking mechanism & universal tip that accepts both quick connect and standard threaded roller frames*

CLEVELAND – For professional painters, exceptional tools are key to the success of their businesses. The right tools help get the job done faster with fewer callbacks and more satisfied clients. To aid in this quest, Purdy adds to its array of high-performance painting tools with the introduction of the new POWER LOCK™ extension pole.

The POWER LOCK extension pole features Purdy’s innovative, patent-pending universal tip which accommodates Purdy’s quick connect roller frames, as well as frames with the standard threaded-style attachment. This pole can connect to almost any roller frame and the secure universal tip prevents pole-to-frame wobbling for a more controlled performance.

The POWER LOCK pole also features an infinite adjustment range. Painters can shorten or lengthen the pole by any measurement needed using a simple, push-button mechanism. The mechanism operates a set of cam rings to securely hold the pole in position, rather than using the more traditional pin-lock design. Because there are no holes in the pole, there is no elongation of those holes over time – called footballing – that can lead to pole wear and tear. In fact, the Purdy POWER LOCK extension pole’s locking mechanism lasts two times longer than the leading professional pin-lock extension pole.

“Our extensive, in-market, field research confirms professional painters require tools that make them more efficient on the job site. The Purdy POWER LOCK extension pole does just that,” says Andrew Marsden, Purdy product manager. “With POWER LOCK, painters can attach to any roller frame and adjust to any length with one sturdy, comfortable extension pole that will last job after job.”

In addition to eliminating pole to frame wobbling, the POWER LOCK extension pole’s close-fitting and secure pole casing virtually erases the space between the two while still allowing for smooth length adjustments. POWER LOCK is available in the following lengths: 1 foot to 2 feet; 2 feet to 4 feet; 4 feet to 8 feet; 6 feet to 12 feet and 8 feet to 16 feet. To view the POWER LOCK extension pole in action, visit <http://tinyurl.com/powerlockvideo>.

The POWER LOCK extension pole is a member of the Purdy painting system which includes Revolution roller frames, Marathon™ roller covers and the 5-gallon Dual Roll-Off bucket. POWER LOCK is currently available at Sherwin-Williams stores nationwide. Additional distribution is planned for 2015. For more information about Purdy, the POWER LOCK extension pole or other fine Purdy products, please visit [www.purdy.com](http://www.purdy.com).

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**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.

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