



FOR IMMEDIATE RELEASE
June 2012

**NEW MICROFIBER ULTRA FINISH™ ROLLER COVER FROM PURDY®
DELIVERS A SMOOTH FINISH IN LESS TIME**

CLEVELAND – Homeowners and professional are constantly looking for products that can deliver high-quality results for their projects and jobs. Now Purdy®, the leader in the paint applicator and tool industry, is pleased to introduce its new line of Ultra Finish™ roller covers to achieve an ultra smooth finish for all interior painting projects.

“One of the most important benefits homeowners and painters are concerned with when painting indoors is the end result and achieving a smooth, even appearance,” said Mark Eichelberger, Purdy associate product manager. “In addition to delivering an ultra smooth finish, the new Ultra Finish roller covers are made from high-quality microfiber, which holds more paint, allowing users to complete the project faster.”

The Ultra Finish covers provide an even release of paint and deliver a consistent application throughout the entire project as the microfiber fabric prevents the paint from building up on the cover, which can result in an uneven appearance. The new covers are available in nine-inch lengths and varying nap thicknesses, including 3/8- and 1/2-inches. Ultra Finish covers offer superior performance with all paints however, deliver great results with satin, semi-gloss and gloss paints and finishes.

For more information about the new Ultra Finish roller covers or any of Purdy’s paint application products, visit purdy.com, find us on Facebook and follow us on Twitter.

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About Purdy

For more than 85 years, professional painters and skilled do-it-yourselfers have looked to Purdy for high-quality, handcrafted tools, which enable them to paint better and faster. Purdy offers premium-quality paintbrushes, roller covers, extension poles, surface-preparation tools and paint accessories for almost every application.

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