

## Shur-Line Deck Staining Pad with Groove Tool Wins the 2012 "Willie" Innovation Excellence Award



Shur-Line takes their innovation very seriously. For the third time in seven years, Shur-Line wins the coveted "Willie", the ABMA William A. Cordes Innovation Excellence award, in the most closely contested race in the history of the award.

The award is named after William Cordes, who served as the Association's first President from 1917-1928. This award serves as a constant reminder that all new and exciting endeavors have beginnings that connect with real people.

The ABMA William A. Cordes Innovation Excellence Award is given to recognize outstanding innovation in any manufactured product, component or service in the brush industry in any given year. Submitted entries are showcased during the ABMA Annual Convention, and the winner is announced at the convention's end.



(Chris Tesmer, Executive Vice-President of Sales with Sara Roueche Dulski, Director Product Marketing, Shur-Line Corp.)

Chris Tesmer, Shur-Line VP said "The ABMA Innovation Excellence Award is an honor for us this year against a variety of great products. We are delighted to be named winner for 2012 and very proud to receive this great award."

Nominations for the Innovation Excellence Award for 2013 may be submitted until November 30, 2012. More information is available:

<http://www.abma.org/innovationexcellenceaward>

