



## SHUR-LINE Premium Paint Tray wins ABMA 2007 Innovation Excellence Award



The American Brush Manufacturers Association awarded its second annual William Cordes Innovation Excellence Award to SHUR-LINE, for its Premium Paint Tray with Teflon Surface Protector at its 90<sup>th</sup> Anniversary Meeting and Convention recently held in St. Petersburg, FL.

The purpose of the SHUR-LINE Premium Paint Tray is to eliminate messy cleanups. The SHUR-LINE Premium Paint Tray allows you to clean your paint tray without having to subsequently clean up your sink or bathtub.

“The SHUR-LINE Premium Paint Tray with Teflon will truly revolutionize the household painting project by improving paint application and significantly decreasing post project clean-up time,” says John Paul Marcantonio, SHUR-LINE Product Marketing Manager. “Once you finish painting, all you have to do is leave the remaining paint in the tray, allow it to dry, and then peel the paint off the tray! There are no messy, flimsy liners to mess with, helping to avoid spills. No paint tray liners means money saved on every paint project.”

Consumer research suggests that DIYers find the clean-up time after a paint project to be too long, frustrating and messy. SHUR-LINE and DuPont™ have entered into an exclusive partnership to develop the first paint tray with Teflon coating, reducing the overall clean up time of every paint project. By reducing clean-up time and eliminating the need for tray liners, this best-in-class paint tray saves consumers money and aggravation.

The William Cordes Innovation Excellence Award is to recognize outstanding innovation of manufactured products, components or services in the Broom, Brush, Mop and Roller Industry. 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. This award is an annual competition whereby any interested parties may submit nominations to ABMA during any calendar year for consideration. All nominations must be readily available in the marketplace during the year in which they are to be considered.

Mr. Barry Harper of Harper Brush Works, ABMA President says: “The ABMA Innovation Award competition is a great opportunity for companies to showcase their innovative products, components and services to the industry, and to the larger audience served by customers, users and consumers as well. It gives the greater industry a wonderful opportunity to see just how innovative, creative and vibrant we are as brushmakers.”

Submissions for the 2008 Innovation Excellence Award are being accepted until December, 1, 2007. Submission information is available at:

<http://www.abma.org/innovation/index.cfm>

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