

THE WOOSTER BRUSH COMPANY

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PRESS RELEASE
For Immediate Release

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New Marine Applicator Program from Wooster

Wooster, OH—The Wooster Brush Company is based in the heart of the Midwest, but lately we've been thinking about coast lines! We're manufacturing a new applicator program designed for the marine industry, but it offers a complete package for fine wood finishing in paint stores, hardware stores, and other channels as well.

Wooster marine brushes and rollers are designed to produce a perfectly even, glass-like finish—the smoothest application possible without a sprayer. There are 42 tools in the program, with three quality levels: Flawless™, Ship Shape™, and Below Deck™.

Flawless Tipping Brushes are a unique product in the line, much different from standard paintbrushes. Made with fine, soft, white polyester, there is no taper in the brush shape, and they have a lot of spring at the end of the stroke—perfect for smoothing and leveling after rolling. Use the brushes to tip off as the final process and produce a flawless result. It is similar to back-brushing, but instead of working the coating into a surface, the goal is to smooth the coating already on the surface, eliminating bubbles, sags, holidays, and lap marks.

Packaging and merchandising make the new Wooster marine program stand out. Graphics and text clearly match the applicator to the coating. No more confusion at retail. Seven merchandisers showcase the program. Retailers can choose a small assortment to get their feet wet, or jump into the deep end with a full, neatly organized 8-foot display.

If you would like a free copy of the Wooster Marine Catalog that includes a complete product listing, call Vickie at 800-392-7246 x 2214.

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