



SHUR-LINE “Edge Like A Pro™” Ceiling and Trim Paint Edger wins ABMA 2008 Innovation Excellence Award



The American Brush Manufacturers Association awarded its third annual William Cordes Innovation Excellence Award to SHUR-LINE, for its “Edge Like A Pro™” Ceiling and Trim Paint Edger at its 91st Anniversary Meeting and Convention recently held in Carlsbad, CA. This is the second year in a row that SHUR-LINE has walked away with the coveted “Willie”.

Designed to be faster and more accurate, Edge Like A Pro™ features a retractable guide for mess-free loading; easy pad removal with the push of a button; ergonomic handle to reduce fatigue; swivel handle that attaches to all standard poles; and special woven pad that paints up to 8’ without reloading. Paint edges without taping.

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.

For additional information please go to:

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