

Professional Performance. *Guaranteed.*<sup>™</sup>



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FOR IMMEDIATE RELEASE:

## **Goldblatt<sup>™</sup> Tools Unveils New Branding & Professional Performance Guarantee<sup>™</sup>**

Olathe, KS, April 26, 2011 – Since its founding in the city of Kansas (later named Kansas City, Missouri) by Russian immigrant Henry Goldblatt in 1885, Goldblatt Tools has served professional and DIY customers throughout the country with quality hand tools. Goldblatt is proud to celebrate surpassing their 125 year milestone with the unveiling of their new brand look and Professional Performance Guarantee at the 2011 National Hardware Show.

With new product lines and new company leadership in place, the time was right to unveil an all-new logo, along with new packaging, a new catalog and a new website. The new logo retains the iconic shape of the previous Goldblatt logo, but updates it with a new font and the inclusion of "Tools."

In addition to the new brand materials, Goldblatt is proud to announce their new Professional Performance Guarantee. If any Goldblatt hand tool fails to deliver professional results, the customer may return it to the point of purchase for a full money-back refund. A comparable guarantee is not currently offered by many of Goldblatt's competitors and reflects the confidence the company has in their product quality.

"More than 100 years ago, Henry Goldblatt offered his customers a guarantee backed by his word and growing reputation for quality. We're proud to continue that same promise with our Professional Performance Guarantee – a lot of things have changed since then, but that guarantee hasn't," Derek Seitz, Goldblatt Tools president, said.

Goldblatt Tools will be exhibiting at the 2011 National Hardware Show in Las Vegas at booth #4624.

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With a history that spans more than 125 years, Goldblatt<sup>™</sup> Tools is one of the most trusted names among tradesmen and building professionals. Headquartered in Olathe, Kansas, Goldblatt Tools offers innovative, high quality tools for the drywall, concrete & masonry, paint and tile trades, backed by an exclusive Professional Performance Guarantee.

Visit [www.GoldblattTool.com](http://www.GoldblattTool.com) for more information.