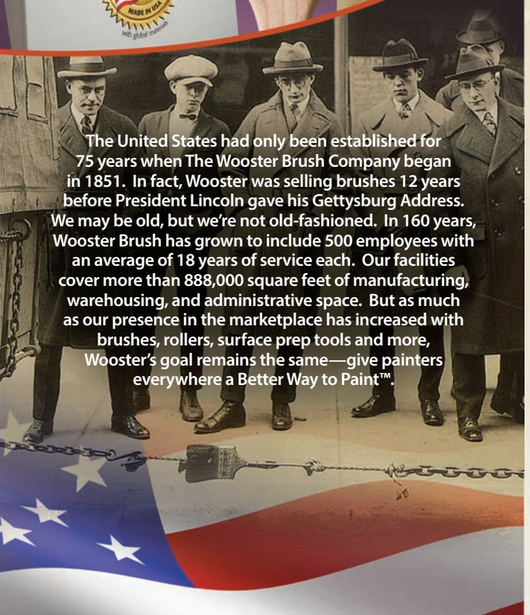
The WOOSTER BRUSH Company

TIMELINE

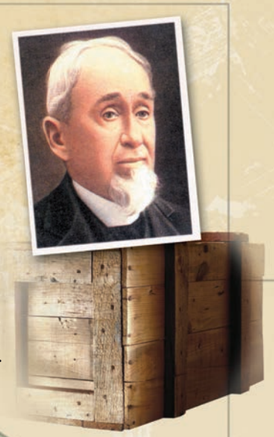


The United States had only been established for 75 years when The Wooster Brush Company began in 1851. In fact, Wooster was selling brushes 12 years before President Lincoln gave his Gettysburg Address. We may be old, but we're not old-fashioned. In 160 years, Wooster Brush has grown to include 500 employees with an average of 18 years of service each. Our facilities cover more than 888,000 square feet of manufacturing, warehousing, and administrative space. But as much as our presence in the marketplace has increased with brushes, rollers, surface prep tools and more, Wooster's goal remains the same—give painters everywhere a Better Way to Paint™.

1851

The Beginning

A Pennsylvania man by the name of Adam Foss traveled to Cincinnati, Ohio, where he purchased a fateful box containing a shipment of hog bristle at an unclaimed freight sale. Adam carried the bristle with him to visit his brother Samuel—who lived in Wooster. The Foss brothers made handles, attached the hog bristles, and sold the first Wooster paintbrushes door-to-door throughout Ohio. And thus The Wooster Brush Company was founded in 1851.



1892

Meeting the Continental Bank

When no local organization was large enough to help, Wooster Brush established a valuable association with the Continental Bank in Chicago. They supplied the necessary letters of credit enabling us to buy hog bristle directly from China. Now known as Bank of America, we have maintained this relationship for 120 years!

1909

Move to Madison Avenue

As business continued to grow, the need for additional space followed suit. After occupying several different locations in downtown Wooster, in 1909 The Wooster Brush Company moved a few blocks south to a new building. It provided three times as much space as before. Madison Avenue in Wooster, Ohio is still our current address.

1917

Profit Sharing Program Originates

Wooster is often referred to as "a great place to work" because of the many ways employees are rewarded for their service. A great example dates back to 1917, when The Wooster Brush Company originated a profit sharing program. Today we rank among the first five companies who pioneered profit sharing in the United States and still continue to maintain this type of program for our employees.

1922

Shasta® Design Innovation

Shasta has been a registered trademark of The Wooster Brush Company since 1922, and we still own exclusive rights to the name today. During the 1920s these brushes were made with a patented Wooster process. A metal ferrule was compressed around the handle and bristles to hold the brush together. The special handle had "teeth" that acted as multiple spacers, giving the brush a larger reservoir for paint. Today Shasta brushes still provide excellent capacity and coverage.

1926

Foss-set Cement Debuts

Foss-set cement was developed to hold bristles permanently in Wooster brushes. This inert chemical setting was totally impervious to water, turpentine, paint removers, alcohol, and even nitric acid. In March 1926 a new company trademark, Ted the Tester™, was created to advertise this brush feature. Ted illustrated the strength of Foss-set cement by hanging from the bristles of a Wooster paintbrush, all 188 pounds of him!

1937

Lindbeck® Style is Born

Now it's a staple of the industry, but it was Wooster that first manufactured an angle sash brush! This style provides extra control when painting narrow surfaces, while cutting-in next to the ceiling line, and for tracing or striping around sash and trim. The Lindbeck trademark, established in 1937 for Wooster angled brushes, was named for its originator, H. T. Lindbeck. Mr. Lindbeck was a painting contractor and author, well-known throughout the trade, who conducted field tests for Wooster for many years.

1941

First to Use Nylon Filaments

Bristle from long-haired Chinese hogs was, at one time, virtually the only material used to make paintbrushes. During World War II, trade with China was stopped by the U.S. Government. Wooster then became determined to find a new material that would allow us to continue making quality paintbrushes. In February 1941, we received our first shipment of nylon filament from DuPont. By the close of 1942, Wooster's nylon paintbrushes were being supplied to the military. In 1948 we introduced our nylon brushes to the general public.

1954

Exploded-Tip® Processing Brought to Market

The same natural bristle and nylon brushes that had worked in the past with oil-based coatings began delivering less than satisfactory performance in the new latex paints of the 1950s. Wooster developed a new tipping process to solve this industry problem! We created flags on the ends of nylon filament to give these new brushes the ability to hold and smooth water-based coatings. The first nylon brushes to have Wooster's "Exploded-Tip process" were available in the autumn of 1954. Exploded-Tip nylon brushes were an immediate success with all types of paint.

1958

Yachtsman® Brushes Launched

With 50 years on the market and counting, Yachtsman continues to be one of the best-selling Wooster brands. Made with the finest white China bristle, Yachtsman looks, feels, and paints like a much higher-priced brush. It is widely imitated by our competitors, yet professional painters demand the original Wooster Yachtsman by name.

1960s

Wooster Continues to Grow

During the 1960s we expanded our facilities by more than 117,000 square feet. A plastics department was installed to manufacture brush handles, roller frame parts, and the first Wooster paint buckets. Wooster Brush still carries on the tradition of manufacturing—in house—the majority of components that make up our products. This vertical integration allows us to maintain our exceptional quality from start to finish.

1964

Synthetic Fabrics, Another Industry First

The Wooster Brush Company was the first paint applicator manufacturer to introduce synthetic fabrics for roller covers, now an industry standard. In 1964, Wooster Super/Fab® rollers were a significant innovation. Made with a proprietary blend of man-made fibers, they provide truly exceptional paint capacity for the fastest coverage. Nearly 50 years later, Super/Fab is still the most popular professional roller in the Country.

1969

Wooster Expands in Reno

In 1969, it was time once again for significant expansion. By building an additional plant in Reno, Nevada, we added over 30,000 square feet of warehousing and production space for our nylon brushes and paint rollers. Today our Reno location acts strictly as a large distribution center that's now over twice its original size. This facility is essential for serving our West Coast customers and maintaining our reliable 99% shipping rate.

1972

A Landmark Invitation

After peace was restored following World War II, trade with China resumed. In 1972, our employee Henry Lee was one of the first 80 American businessmen invited into the country. Wooster has done business directly with China for over 100 years, and we periodically send company representatives there even today in order to maintain our sources of highest-quality bristle for professional paintbrushes.

1985

Ultra/Pro® Brushes Created

Originally, synthetic brushes had much longer filaments, copying China bristle brushes. In 1985 Wooster reinforced our role as an innovator in the industry with another step forward in brush design. Wooster Ultra/Pro synthetic paintbrushes were the first to be reformulated with shorter filaments, to provide more efficient paint coverage and better cut-in control. This Wooster breakthrough is true of nearly all synthetic brushes today.

1992

Sherlock® Hits the Scene

Wooster began manufacturing the world's best-selling professional roller frame in January 1992. Sherlock has features not found in typical frames. A retaining spring at the end of the cage prevents the roller from slipping, and allows easy, hands-free removal. The green, fiberglass-reinforced nylon cage adds significant durability. Smooth-spinning internal bearings eliminate wear of the metal shank.

1993

Good Painting Begins with the Prep Crew®

Wooster expanded our catalog in 1993 to include a completely new line of surface prep tools. Named the Prep Crew, these industrial-quality wire brushes, scrub brushes, and scrapers have unique shapes and sizes, molded out of sturdy polypropylene. We were the first to design knuckle-guard handles to increase comfort and performance.

1995

Largest Plant Expansion

The largest single expansion in the history of the company took place in 1995. This 107,000 square-foot addition included new shipping docks, increased warehousing space, and additional manufacturing capacity. Throughout time, we have had 20 building expansions to the original facility on Madison Avenue. The Wooster Brush Company currently encompasses a total of 888,000 square feet.

1999

Shortcut® Brush Success

Our ability to remain an innovator continues to separate us from other paint applicator manufacturers. This was proven again in August 1999 with the creation of our Shortcut paintbrushes. The award-winning product has a full-size head with a unique, short handle that makes the brush easy to control. The handle is formed from Shergrip® elastomeric material, with added softness for more comfort.

2002

New Miniroller System Has Big Impact

Traditional minirollers use a wire shank frame. In 2002 Wooster took this category in a new direction with the Jumbo-Koter® system. The larger, open cores on these "jumbo" minirollers are made for use with a mini cage frame (just like standard rollers). The Jumbo-Koter cage frame never drags or slides. The fabrics match full-sized Wooster rollers for a uniform finish edge-to-edge. The Jumbo-Koter program is one more Wooster product that is often imitated by other companies in our industry.

2009

The Professional Paintbrush, Reengineered

In February 2009 Wooster unveiled the Alpha™ paintbrush, featuring Micro Tip™ technology to produce the finest finish available on the market. Lab testing proves Alpha paints 30% farther than brushes of equal size. Overall, Alpha gives painters better results with less effort for improved production. It is the closest the applicator industry has ever come to a universal brush.

TODAY

...and the Future

Our board of directors elected William S. Fagert to succeed Allan K. Rodd as president of The Wooster Brush Company on August 1, 2010. Fagert is only the ninth president in our entire 160-year history. The Wooster Brush Company remains a vibrant organization with strength in every area of the paint sundries industry. With faith in our employees, our products, and our future, we are confident The Wooster Brush Company will be here in Wooster to celebrate many more anniversary years to come.

The Wooster Brush Company
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