



NEW! **WOOSTER ANNOUNCES A HIGH-PRODUCTION MICROFIBER ROLLER COVER LINE**



Wooster is proud to announce a new, professional microfiber roller cover line that is the perfect choice for painters looking for a high-production microfiber cover.

Microfiber roller covers have always been known for their ability to achieve very smooth, spray-like finishes, but at the cost of slower production times. Now, Wooster offers the perfect solution with this new microfiber line. These new, microfiber roller covers are engineered specifically to pickup and release more paint than any other microfiber roller covers on the market today. This helps to increase production time, while still delivering the smooth, even finish that is expected from a microfiber roller.

They are made using a high-capacity and shed-resistant European fabric; these rollers are designed for use in all paints, stains, and enamels, but excel in lower sheen (flat and eggshell) applications. The full line offers 9-, 14-, and 18-inch roller cover sizes, as well as matching 4½- and 6½-inch Jumbo-Koter® minirollers (in 3/8" nap) for achieving seamless results. Below is a full list of available SKUs!

Cat. No.	UPC 0-71497-	Description	Size (Inches)	Case Qty.
R523	13211-6	Microfiber 3/8"	9	12
	18911-0		14	6
	18912-7		18	6
R526	13211-6	Microfiber 3/8" bulk pack	9	100
R527	18915-8	Microfiber 3/8" 3-pack	9	10
RR327	18916-5	Microfiber 3/8" Jumbo-Koter miniroller 2-pack	4½	12
	18917-2		6½	12
RR328	18918-9	Microfiber 3/8" Jumbo-Koter miniroller kit	4½	10
R524	13204-8	Microfiber 9/16"	9	12
	18914-1		14	6
	13205-5		18	6
R525	13243-7	Microfiber 3/4"	9	12

HEART



The Wooster Brush Company's story has a humble beginning. Our founder, Adam Foss, started the business over 165 years ago less than a mile from where I am sitting today. The brushes made there, in his brother Samuel's garage, were then sold door-to-door throughout Ohio and Pennsylvania. There were no robots, no electronic communication systems, and certainly no global distribution network.

Adam made brushes with his hands...and his heart.

Since that modest start, we have come a long way. However, the way forward has not always been easy. We survived The Great Depression as well as the 2008 housing crisis labeled The Great Recession. We have overcome many challenges in our long history.

Even though they may appear to be difficult to navigate at first, the challenges that we face often lead us to our greatest accomplishments. New challenges appear every day. Sometimes the challenge is getting product made for larger than expected orders, other times it's getting an order picked and shipped on a tight schedule. When necessary, Wooster Brush employees work Saturday, come in early, or stay late to answer a challenge and get the job done.

Our Employee Service Awards dinner was on Saint Patrick's Day this year. The theme was "Great Employees are Like Four Leaf Clovers, Hard to Find and Lucky to Have." We truly are lucky and blessed to have so many great employees who possess so much heart.

As I imagine Adam Foss knocking on a customer's door to sell a brush, it is easy for me to picture today's Wooster Brush employees who each day put their heart and soul into the quality products that they make for you. If the next challenge you face is painting related, Wooster tools have enough heart to help you accomplish great results.

Bill Fagert, President

Ask the ENGINEERS



I just spent money on my very first, top-of-the line Wooster paintbrush? How do I take care of my investment?



Believe it or not, there are good and bad ways to care for your Wooster tools. Proper care will help them maintain their high-performance levels. Here are some common practices that we would and wouldn't recommend.

DO Read the Label

Nearly every coating manufacturer provides very specific cleaning instructions for the paints and/or stains that they produce. Their labs have already done all of the hard work for you—these tips have been tested and proven successful—they'll often be the easiest way to get your tools ready for the next job. For Wooster's detailed cleaning instructions, visit woosterbrush.com/reviews-advice/care-cleaning-tips/.



DON'T Soak Brushes/Roller Covers for Long Periods

Soaking tools briefly can sometimes be a good way of jump starting your cleanup after a day of painting. A painter once contacted us upset after leaving a brush in solvent for a month. Even though many Wooster tools are designed to be solvent-resistant, our tools are **never** meant to be stored in solvents.

DO Keep Your "Keeper"

It's just a piece of cardboard packaging, right? Wrong. After cleaning and allowing it to dry, placing a brush back in its keeper protects it and helps maintain a brush's shape when not in use. Likewise, saving a roller bag is the best way to keep rollers free of dust and debris until they're ready to be used again. Always wait until a roller cover is fully dry before placing it back in its bag; putting it away too early is an easy way to promote mold growth.



DON'T Tape Your Roller Covers

Even though some painters recommend this, wrapping tape around a roller can potentially break roller fibers from their backing and create more lint in your finish. If shedding is a concern, prewet the cover and spin it out prior to use; or switch to a woven roller with reduced shedding.

DO Mark Your Tools

Many modern applicators are meant to be universal (use with all paints). However, they can't go back and forth; once a brush or roller has been used in oil-based paints, for instance, it can only be used in oil-based coatings moving forward. This is true no matter how well a brush or roller is cleaned after use.



Do More....

Ask a painter or contractor if having to stop and retighten tools while on the job annoys or slows them down, they often say "yes" right away.

Wooster's Grip Tip™ technology, a key component in Sherlock GT® Convertible™ poles, locks tools in place. Wooster GT tools will stay put until the work is done. Tools that don't loosen during the job not only save you time, they make your work even more precise. When you're not using a Wooster GT tool, these poles convert to threads by attaching the adapter that is conveniently stored in the grip.

So, in order to illustrate just how these poles are able to help you do more, we conducted an experiment. On average, connecting a threaded tool to an extension pole took approximately 3 seconds.

Connecting a Wooster GT pole to a Sherlock GT Convertible pole took approximately 1 second.

It doesn't sound like much at first; but if you expand that to just four times a day (starting work, lunch break, resuming work, and end of day) it starts to add up. By switching to a Sherlock GT Convertible pole, a pro instantly gets eight seconds back each day. Eight seconds isn't all that much, right?

What about those seconds occurring when you have to stop and retighten a tool that's "attached" to a threaded pole? How much time would that cost you? At say two seconds per tighten?

Stopping to retighten 1 time/hour = 1 hour 44 minutes/year. If your painting career lasts for 25 years, that adds up to nearly 43-1/3 hours of work wasted.

Stopping to retighten 5 times/hour = 8 hours 40 minutes/year. If your painting career lasts for 25 years, that adds up to over 216 hours of work wasted.

Sherlock GT Convertible poles don't simply make you more precise, they allow you to do more by helping you put time back on the clock. Below are just some of the great GT tools that benefit from our Grip Tip technology.

Cat. No.	UPC 0-71497-	Description	Case Qty.
R017-9	69079-1	Sherlock® frame	6
BR036-18	16803-0	Sherlock® Wide Boy™ frame	3
RR013	14422-5	Jumbo-Koter® frame	12
F6333	17533-5	Lock Jaw® tool holder	6
1801	16692-0	AeroSander®	4
1800	16295-3	Dust Eater™	2

MEET THE FIELD REP



JEREMY MAGNER

Jeremy may have been new to the industry, but he had plenty of help and knowledge to lean on when taking over S.D. Lincowski & Associates. His father-in-law, Steve Lincowski, retired after over 30 years of service in 2014. His territory covers Minnesota, North Dakota, South Dakota, and Western Wisconsin.

Previous Work Experience: I graduated college in 2005 with a BS degree with an emphasis in Aviation Operations. From there, I worked my way up through the ranks in the airline industry. My "dream" finally came true in 2008 when I was hired as a pilot for a regional airline. Then, in 2012, my wife and I had our first child. Being away from home up to 20 days a month, I slowly began to realize my "dream" wasn't exactly what I had in mind. At the time, my father-in-law, Steve Lincowski, had been a rep for The Wooster Brush Company for over 30 years and was looking to retire. Knowing that I missed being home with my family, he asked me if I'd be interested in taking over his rep agency. Really not knowing anything about sales, or paint for that matter, I asked him for one year to make my decision. I began shadowing him when I could. He introduced me to a lot of customers throughout his territory and brought me along to various shows in the spring of 2014. The more I got to know the customers, the more I enjoyed going to work with Steve. I soon realized that I enjoyed being a sales rep more than I enjoyed being a pilot. August 1, 2014, I left my job as an airline pilot to become a Wooster sales rep and I haven't looked back since.

Family Update: Josie and I will be married for 7 years this May. We have 2 sons. Our oldest, Jameson, will be starting Kindergarten this fall. He amazes us every day how smart he is. Our second son, Jack, is 6 months old. A large part of Steve and Vi's retirement has been spent babysitting for us the past few years.

Hobbies & Interests: We enjoy spending time with family and friends. We like to have anybody that's available to come over for a campfire in the backyard. We also enjoy jumping on the trampoline with our oldest son and taking him out on Grandpa's 4-wheeler and snowmobile. We're excited to bring Jack on those adventures when he gets older. I also play in a softball league during the spring/summer.

Favorite Wooster Product: I love our Micro Plush™ Jumbo-Koter® covers. We recently painted the trim and cupboards at our house using these. The finished product was so smooth it looked like it was sprayed on. When I come across someone looking for a roller cover to provide the smoothest finish, I always recommend the Micro Plush and have received nothing but positive feedback.

Recent Contractor Call: I sparked up a conversation with a contractor a couple of years back in the parking lot of one of my customer's stores. I noticed he had a lot of competitor tools inside. I asked him what he liked about using their product. He told me that's what he was trained on, so that's what he uses. I told him the story of Wooster and how we've got some of the best applicators in the industry. I offered to give him some samples to try, but he wouldn't accept them (doesn't happen very often). We exchanged contact information just in case he changed his mind. I'd bug him from time to time just to let him know how much he's missing out. Finally, he agreed to try our Chinex® FTP® brushes and Pro/Doo-Z® FTP® covers. I recently talked to the manager of the store where I first met this painter and he told me the painter now buys and uses exclusively Wooster. The manager was also jokingly told by the painter, "Don't tell that Wooster rep I'm using his tools. I don't want to give him the satisfaction."

Deluxe Trim Roller and Super Trimmer Products Join Super Doo-Z® Family

Super Doo-Z roller covers are a favorite of both professional and DIY painters, for price and performance. Known for their white, shed-resistant fabric, painters have always been able to trust the Super Doo-Z name. They simplify the process of pairing a coating with a cover because they provide a virtually lint-free finish with all paints, enamels, and varnishes. When a paint applicator can be that universal, it sells itself.

Therefore, Wooster has decided to rebrand their Deluxe Trim Roller and Super Trimmer product lines for what they are—Super Doo-Z items. Wooster's Deluxe Trim Roller, Deluxe Trim Roller Kit, Super Trimmer, and Super Trimmer Kit will now officially join the Super Doo-Z family, and the packaging will be updated to reflect this change. So, the next time you are looking for these trim rollers, look for the new Super Doo-Z-branded packaging to know you're getting the right product.



Now Super Doo-Z!



604 Madison Ave, PO Box 6010
 Wooster, Ohio 44691-6010
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