

## Successful introduction and sale of Paint and Go and Roll and Go during the Painting and Decoration Show

*Hildering Packaging BV and Roll Roy UK have presented successfully some innovative painters tools, like **Paint and Go** and **Roll and Go**, during the Painting and Decoration Show on 9 and 10 November 2010 in Coventry. A lot of short-circuit sale was achieved: no less than **20%** of the visitors bought our products directly from the stand! The British painters visiting the Show were very excited about the advantages and the user-friendliness of the various tools.*



**Paint and Go** is a complete system which consists of a steel paint kettle, an inliner, a brush clip and a firmly closed lid. Paint and Go is one set for the paint job. The paint kettle with handle allows the painter freedom of movement, the inliner makes a quick colour change possible, the brush clip **Clip and Go** keeps brushes in perfect condition, and the lid keeps the paint fresh.

**Roll and Go** is a practical painting tool which fits neatly in the hand and allows the painter to work with paint, brush and roller at the same time. Also the Roll and Go gives the painter freedom of movement, even on steps, and the lid makes sure the content is kept fresh and ready to re-use. Roll and Go is rolling, painting and storing.



Paint and Go and Roll and Go are painters tools of the series **Go!Paint**. Other innovative painters tools of Go!Paint are:

- **Pour and Go**, for optimal pouring of colorants out of tin cans
- **Clip and Go**, for brush care and painter convenience, and
- **Clean and Go**, the eco friendly way of cleaning brushes.

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### **Go!Paint, Innovation in decoration**

The series Go!Paint consists of a wide range of innovative painting tools. Various of these products have gained a unique position in the professional as well as the D.I.Y. market. All painters tools are designed to be easy at use and cost effective. Go!Paint is a line of painting application tools developed by Hildering Innovations BV and distributed in Britain by Roll Roy UK.

For further information about Go!Paint: take a look at website [www.hildering.com](http://www.hildering.com). Or contact Roll Roy UK, Unit 2 Haller Street Hull, HU9 1 RZ, by telephone 01482 781400, or send an e-mail to [sales@rollroy.com](mailto:sales@rollroy.com).