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RAPIDROLLER™

Black & Decker Turns Heads with the New Pivoting RapidRoller

*Paint up to two-times faster than traditional
rollers with less mess*

TOWSON, Md.

Painting just got easier and cleaner with the innovative RapidRoller Paint Roller from Black & Decker. Designed to alleviate consumer frustrations commonly associated with traditional paint rollers and trays, the RapidRoller provides a convenient, easy to use solution for painting projects, and helps consumers complete those projects up to two times faster than with traditional rollers.

While users will find the RapidRoller works like a traditional paint roller, they will appreciate its added efficiency-focused features. These features include a handle that holds and dispenses paint and an exclusive three-position pivoting roller frame that allows users to paint up to the edge, in tough-to-reach corners and narrow locations like hallways, closets and bathrooms.

With the RapidRoller, reloading the roller is easy, saving time and helping keep the area clutter free by eliminating the need to fumble with a messy paint tray. Consumers can just continue to roll and feed paint as needed. And, with its unique EZ Fill System, filling the RapidRoller is as easy as 1-2-3. Simply place the fill lid on a standard paint can, draw paint from the can directly into the handle and squeeze the ratcheting trigger to dispense paint to the roller and onto the wall.

To keep the work area clean while the user is taking a break or working on cutting in, Black & Decker designed an exclusive kickstand for the RapidRoller. Consumers no longer have to set the roller in a tray of paint, balance it on a paint can or against a wall when taking a break.

"Painting has been among the most popular DIY projects for decades. Black & Decker is proud to provide a painting solution that solves common user frustrations," said Steve Wiezorek, group product manager at Black & Decker. "The RapidRoller Paint Roller was designed with the customer in mind and helps speed up painting projects, eliminate trips to the paint tray and much more."

The RapidRoller features a handful of other convenient features that provide users an enjoyable painting experience, including a ratcheting trigger paint advance for a controlled application, a snap-fit roller for a tight seal, a spatter shield for a clean roll and a non-shed roller for a lint-free finish.

The Black & Decker RapidRoller Paint Roller will be available for \$34.99 in the spring of 2011 and will come with a two-year warranty.

About Black & Decker

Since 1910, Black & Decker has been setting the standard for innovation and design of power tools, accessories, outdoor yard care equipment, home cleaning products, automotive and lighting products, hardware and other home improvement products. The inventor of the first portable electric drill with pistol grip and trigger switch, Black & Decker has evolved from a small machine shop in Baltimore, Maryland to a global manufacturing and marketing powerhouse with a broad line of quality products used in and around the home and for commercial applications.



When users need to get work done, they trust Black & Decker for the products that will do the job efficiently and reliably. For more information on Black & Decker's extensive line of products, visit www.BlackandDecker.com or follow Black & Decker on Facebook and Twitter.