

**PAL**<sup>®</sup>  SINCE  
1961

**FOR THE PERFECT FINISH**

# Media and Advertising

**50**  
years 

Five decades of experience  
designing and manufacturing  
paint sleeves, brushes and tools.





Five decades of experience designing and manufacturing paint sleeves, brushes and tools.

## Brand Advertising

**PAL** SINCE 1961

FOR THE PERFECT FINISH

**PAL - Trusted for 15 million roller sleeves over five decades**

By New Zealand owned and has led the paint accessories market through innovation and quality since 1961.

Our in-house brush & roller makers have decades of experience ensuring good old fashioned craftsmanship is combined with leading edge technology to produce painting and decorating tools that match our local conditions.

**Whatever your job, choose PAL - for the perfect finish.**

PAL - Five decades of experience designing and manufacturing paint sleeves, brushes and tools. [www.paintaids.co.nz](http://www.paintaids.co.nz)

**PAL** SINCE 1961

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**We've helped paint NZ icons for five decades**

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## We've helped paint NZ for five decades

PAL is proudly New Zealand owned and operated and has led the paint accessories market through innovation and quality since 1961.

Our in-house brush maker has been with us for over 30 years, ensuring good old fashioned craftsmanship is combined with leading edge technology to produce painting and decorating tools that match our local conditions and give you the perfect finish.

Whatever your job, choose PAL - the trusted brand professionals use.

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## Brand Advertising



FOR THE PERFECT FINISH

# FIVE DECADES BUILDING ICONIC KIWI-BRANDS



CONTRACT PROFESSIONAL

MASTERFLOW

urban

ECONOMISER

WallMaster

fence MASTER

SPEEDBRUSH

ROOF MASTER

DAP

Flood

[www.paintaids.co.nz](http://www.paintaids.co.nz)

Five decades of experience - designing and manufacturing paint sleeves, brushes & tools



FOR THE PERFECT FINISH

# LEGEND

## NZ'S PREMIUM TRADE BRUSH

**"Pretty hard to beat a finish like that, the Legend is Legendary" - Simon**

**"This is the best brush I've used - end of story" - Matt**

**"The Roll's Royce of paint brushes." - Big Al**

**"I like that the Legend is hand made in NZ for our conditions" - Bernie**



Handcrafted by a master craftsman the PAL Contract Professional Legend gives you:

- A fine tip shape with no swelling or flaring.
- Does not lose bristle.
- Long lasting '100% DuPont Orel Tynex' filament that retains shape
- PAL SMOOTH TIP technology designed to eliminate brush marks.
- A brush that will not set in the heel in normal use.
- Hand made in New Zealand by a master craftsman.

The Legend uses only the best Dupont filaments handcrafted and styled to outperform all other trade brushes. The Orel Tynex filaments are round, solid and tapered to ensure the best painting performance.

Our patented SMOOTH TIP technology produces an evenly tapered, pre-finished bristle to provide you with an already 'worked in' brush straight from the packet.

Legend Specifications  
 Legend Oval 100mm, 88mm, 75mm, 63mm, 50mm, 38mm.  
 Legend Angle Trim 63mm, 50mm, 38mm.  
 Recommended for use with all paints.



[www.paintaids.co.nz](http://www.paintaids.co.nz)

of experience - designing and manufacturing paint sleeves, brushes & tools.

**PAL**<sup>®</sup>



**FOR THE PERFECT FINISH**

# BIG PAINT PICK UP



- Heavy duty phenolic core
- Extensive range
- Smooth finish
- Epoxy bonded
- No roller splatter
- Designed for the professional
- Designed & made in NZ

PAL<sup>®</sup> Contract Professional rollers utilise a heavy duty phenolic core that extends the life and performance of the product. Developed specifically for the professional trades person our rollers are available in an extensive range of sizes and quality fabrics giving you the perfect finish.

**[www.paintaids.co.nz](http://www.paintaids.co.nz)**

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**PAL**®  SINCE 1961

**FOR THE PERFECT FINISH**

# FIVE DECADES BUILDING ICONIC KIWI BRANDS



**MASTERFLOW**®

**ūrban**®

**ECONOMI\$ER**

  
**WallMaster**®

**fence**  
**MASTER** 

**SPEEDBRUSH**™

**ROOF**  
**MASTER**



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Five decades of experience - designing and  
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Contract Professional

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ECONOMISER<sup>®</sup>

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**“I like that the Legend is hand made in NZ for our conditions” - Bernie**



**Unique Smooth Tip Technology!**



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## Brand Advertising

**ūrban**<sup>®</sup>

especially designed for women

OLDER 50% LIGHTER  
**new**

**ūrban**<sup>®</sup>

paint brushes especially designed for women

AN EXCITING NEW RANGE

Urban is New Zealand's first paint brush designed especially for the female decorator. Urban incorporates an ergonomically designed handle and counter balanced weight system making it lightweight and easy to use. The contoured easy grip handle allows for a comfortable fit reducing wrist fatigue.

**Range includes: 12mm, 25mm, 38mm, 50mm, 63mm; 2 & 5 packs.**

For more information visit: [www.paintaids.co.nz](http://www.paintaids.co.nz)

**PAL**<sup>®</sup> for the perfect finish      SINCE 1961

**urban e-frame**  
**roller & ceiling roller kit**

- 50% Lighter Than A Conventional Roller
- Comfort Grip Ergonomic Handle
- Compact & Strong Design
- Fits All 230mm Roller Sleeves
- Fits Threaded Extension Poles
- 6 Free Clean Up Gloves Included

**PAL**<sup>®</sup> for the perfect finish      SINCE 1961

For tips and information visit: [www.paintaids.co.nz](http://www.paintaids.co.nz)

# ūrbān<sup>®</sup>

paint brushes  
especially  
designed  
for women



Stylish design, funky colour scheme and all in a paint brush! The new Urban range of paint brushes have been created specifically for women. Designed in New Zealand, the unique features make painting so easy you will want to create a new look every season. The contoured easy grip handle fits into your hand with a comfortable balanced weight – so no more sore wrists. To ensure you create the perfect finish for your home, the Urban paint brush allows drag free painting and prevents bristle loss. It is effortless to clean, all of which makes your life easier. Whatever colour paint you choose, the “perfect finish” is the Urban finish!

Available at all leading paint and decorating stores.



**PAL**  
for the perfect finish

SINCE  
  
1961

For more painting tips and information visit: [www.paintaids.co.nz](http://www.paintaids.co.nz)



Five decades of experience designing and manufacturing paint sleeves, brushes and tools.

## Brand Advertising

THE ORIGINAL PAINT PAD  
**SPEEDBRUSH**<sup>®</sup>

NZ's leading paint pad system.

**NEW**

PAL  
DECK & FENCE STAIN PAD  
THE ORIGINAL PAINT PAD  
**SPEEDBRUSH**<sup>®</sup>

www.paintaids.co.nz

**PAL** <sup>®</sup> SINCE <sup>®</sup>  
for the perfect finish 1961

This advertisement features a yellow background with a blue paint pad and a red box labeled 'PAL DECK & FENCE STAIN PAD'. The text 'THE ORIGINAL PAINT PAD SPEEDBRUSH' is prominently displayed at the top. Below it, the claim 'NZ's leading paint pad system.' is written. A red starburst graphic with the word 'NEW' is positioned next to the product. At the bottom, the PAL logo is shown with the tagline 'for the perfect finish' and the year '1961'. A smaller version of the product packaging is visible in the bottom right corner.

THE ORIGINAL PAINT PAD  
**SPEEDBRUSH**<sup>®</sup>

New Zealand's leading paint pad system.

**NEW**

PAL  
DECK & FENCE STAIN PAD  
THE ORIGINAL PAINT PAD  
**SPEEDBRUSH**<sup>®</sup>

**BUY N.Z. MADE**

**PAL** <sup>®</sup> SINCE <sup>®</sup>  
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# THE ORIGINAL PAINT PAD **SPEEDBRUSH**<sup>®</sup>

The PAL<sup>®</sup> Speedbrush<sup>®</sup> is twice as fast as a paint brush. The wide painting platform provides greater coverage and makes painting decks & fences quick and easy.



[www.paintaids.co.nz](http://www.paintaids.co.nz)

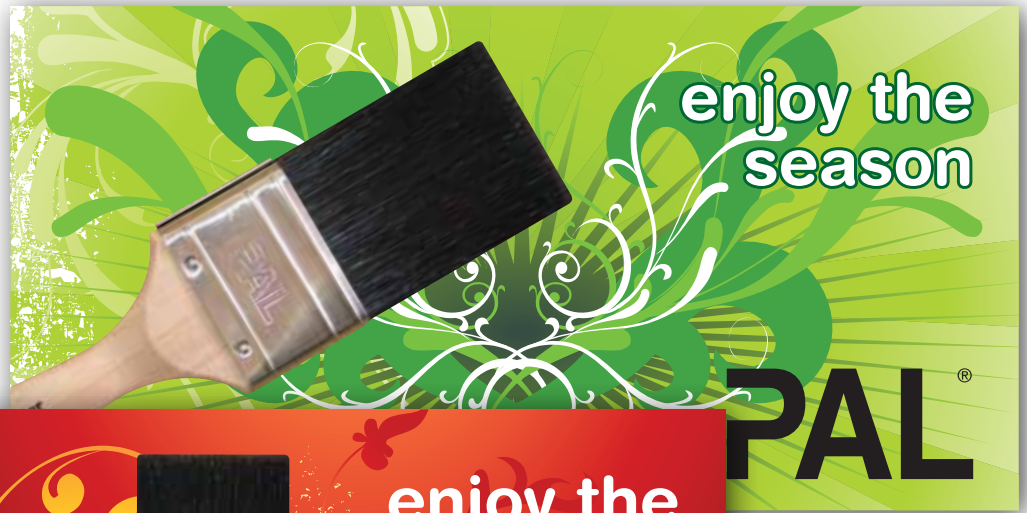
**PAL**<sup>®</sup>  
for the perfect finish

SINCE<sup>®</sup>  
  
1961



Five decades of experience designing and manufacturing paint sleeves, brushes and tools.

## Brand Billboards

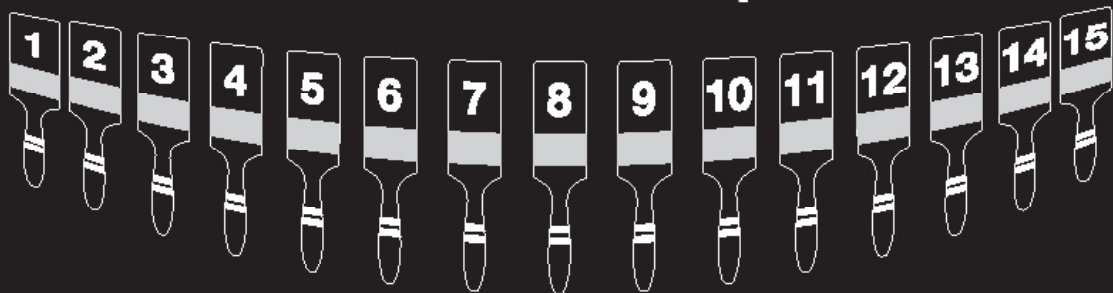


# Good luck All Blacks!



**PAL**<sup>®</sup>  
for the perfect finish

## You can count on your **PAL** at the world cup



**PAL** Painting Tools Since 1961 



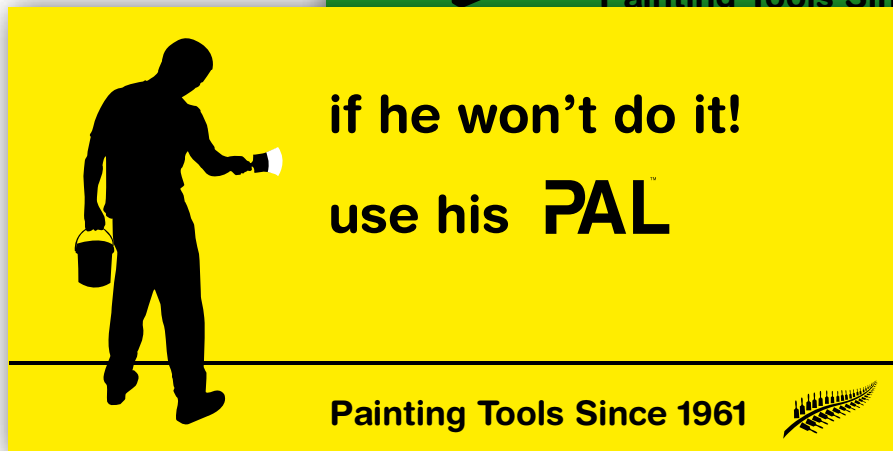
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## Brand Billboards


A green billboard featuring a black silhouette of a painter on the left. The painter is carrying a bucket in his right hand and holding a brush in his left hand, as if painting a wall. The background is a solid green color.

for the perfect finish  
always rely on a **PAL**<sup>™</sup>

Painting Tools Since 1961 

A yellow billboard featuring a black silhouette of a painter on the left. The painter is carrying a bucket in his right hand and holding a brush in his left hand, as if painting a wall. The background is a solid yellow color.

if he won't do it!  
use his **PAL**<sup>™</sup>

Painting Tools Since 1961 



if he doesn't finish the job  
you can always rely on his

**PAL**<sup>TM</sup>

Painting Tools Since 1961



you will always find a  
**LEGEND** amongst a

**PAL**<sup>TM</sup>

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