

# Shurtape rolls out product

New masking tape helps keep latex paint from bleeding

BY JOHN DAYBERRY  
jdayberry@hickoryrecord.com

## HICKORY

The makers of a new, award-winning masking tape say that once people try the product, they'll stick with it.



Pierce



Edmiston



Schroeder

"Finally, there's a masking tape that really masks," said Jeff Pierce, vice president of marketing for Hickory-based Shurtape Technologies.

The 53-year-old company recently acquired a patent and trademark licensing agreement with Minnesota-based Inspired Technologies that gives Shurtape exclusive rights to manufacture and market FrogTape in the United States, Canada and parts of Europe.

FrogTape is the only painter's masking tape with PaintBlock technology, a super-absorbent polymer similar to what is used in disposable diapers to keep babies dry.

PaintBlock reacts instantly with latex paint, forming a micro barrier along the tape edge. That barrier helps



# FROGTAPE: 'It's a perfect time to roll out a product like this'

FROM PAGE B1

prevent paint from bleeding under the tape, saving painters time and money and providing clean, well-defined borders.

To see a video of how PaintBlock absorbs water and turns it to gel, go to [www.frogtape.com](http://www.frogtape.com). Under "video archive," watch the PaintBlock demo video.

"Whether you're a paint contractor or a do-it-yourselfer, FrogTape gives you crisp results, and without going back for touch-ups," Pierce said.

Hannah Schroeder, an Inspired Technologies employee in charge of FrogTape communications, said the product has garnered numerous awards since making its debut at the National Hardware Show in May 2007.

Among honors is a Best of What's New in Home Technology award from Popular Science magazine.

Home Depot, which started carrying FrogTape in March 2008, showcased it along with other products it considered top innovators.

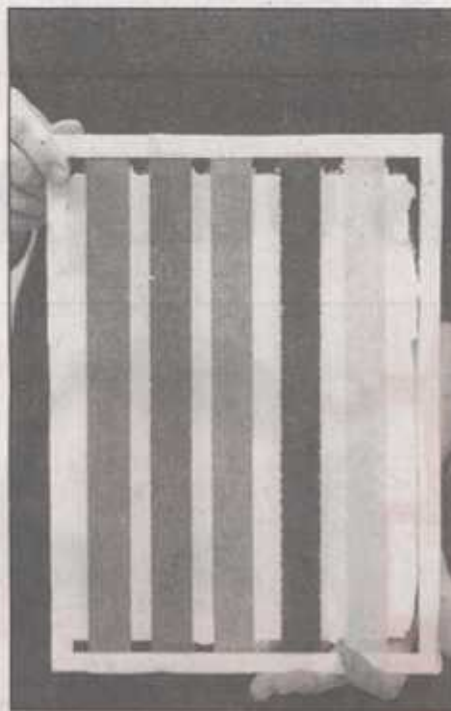
Pierce said Shurtape tested FrogTape and immediately recognized its superior performance among professional painters' tapes. Shurtape joined other suitors seeking to manufacture and market the product.

Inspired Technologies President David Wagner said he chose Shurtape because the two companies have similar visions and he respects Shurtape's integrity within the industry.

"Shurtape has always been respected as a production expert," Wagner said. "And, like us, they're innovators."

Shurtape Technologies grew out of Shuford Mills, a longtime maker of textile yarns, cordage and twine.

In 1955, Shuford Mills management started a tape division to capture a grow-



ROBERT C. REED | HICKORY DAILY RECORD

In this demonstration, FrogTape (center) is compared to other painters' masking tape to show how it prevents paint from bleeding under the tape, saving painters time and money and providing clean, well-defined borders.

ing demand for masking tape. The company opened a small pilot plant in a corner of the larger Shuford Mills factory in Hickory.

In 1996, Shuford Mills management decided to spin off the tape division, creating what is now Shurtape Technologies.

Today, the privately owned company employs approximately 850 people at five plants, a distribution center and a research and development laboratory in the Greater Hickory Metro.

Shurtape also has plants and other in-

vestments in several foreign countries, including Canada, Mexico, Peru and China.

Worldwide, Shurtape produces approximately 700 million square yards of tape each year. That's enough to wrap a 2-inch strip around the world more than 280 times.

Shurtape, which is the manufacturer of the original duct tape, specializes in pressure sensitive tapes. Its products are available at many major retailers.

A national advertising campaign for FrogTape is set to kick off later this month.

Pierce and Jeff Edmiston, Shurtape's national account manager, believe the timing is right for FrogTape.

"In the current economy, rather than selling their homes, people are improving them," Pierce said.

"And rather than calling a contractor, many of them are doing it themselves.

"It's a perfect time to roll out a product like this."

## ON THE WEB:

[www.frogtape.com](http://www.frogtape.com)

[www.shurtape.com](http://www.shurtape.com)

## DETAILS

### About FrogTape:

- Painters' masking tape that incorporates a super-absorbent polymer that helps prevent latex paint from bleeding under the tape
- Manufactured and marketed by Hickory-based Shurtape Technologies LLC
- Comes in widths of 1 inch, 1.5 inches and 2 inches
- Retail for about \$6 to \$12 per roll
- Available at major retailers including Home Depot