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ROTOZIP GIVES TODAY'S PROFESSIONALS AN EDGE WITH THE FOLLOWING ADVICE: "ZIP IT"

New communication vehicle challenges pros to "Zip It" for better, faster cuts

MT. PROSPECT, III. (May 31, 2013) – RotoZip[®], a brand known for simplifying tough cutting jobs, stands behind its reputation so much so that today, the pioneers of Spiral Saw™ technology are advising professionals to simply "Zip It."

RotoZip is removing barriers to powerful cutting by showing drywallers, tile installers, remodelers, electricians, plumbers – anyone in the construction trades – that its product line makes no excuses. No matter what the material, RotoZip is challenging users to Zip It by putting its tools to the test and demonstrating how a better, faster cut is the first step to job-site success.

RotoZip is encouraging professionals and skilled DIYers to visit www.rotozip.com/zipit to learn more about the product line and its many cutting applications. On the site, visitors will find how-to videos, side-by-side tool comparisons and recommended cutting bits for construction professionals. ZipIt.com visitors who sign up to receive the RotoZip eNewsletter between June 1 and June 30 will be entered in an online sweepstakes for a chance to win a RotoZip SS560VSC-50 120-Volt RotoSaw+ Variable Speed Spiral Saw Kit. Details and the complete rules can be found at www.rotozip.com/zipit.

By telling today's building and remodeling pros to Zip It, RotoZip seeks to prove that saving time on the job should never mean sacrificing results. Time is money and speed is critical. Fast, efficient cuts in multiple construction materials mean less time per job – and more jobs per day. Dedicated cutting tools, with specialized cutting accessories, replace single-use alternatives, decreasing job-site clutter and eliminating downtime. In addition to speed, power and durability are key features of every RotoZip tool.

"For 40 years, RotoZip has committed itself to engineering durable, dedicated products that simplify cuts in a variety of building materials. Yet, we're still largely regarded as a drywall tool," said Ed Pchola, Product Management, Director for RotoZip. "Zip It isn't about abandoning our drywall roots, but rather showing just how far we've come. With dozens of specialized accessories and infinite cutting potential in tile, metal and wood, we know our tools are up to any task."



About ROTOZIP®:

ROTOZIP® was founded in 1972 when a professional drywall contractor sought a better, faster way to cut drywall. Focused on saving time and money while improving his results, this single vision soon spawned a complete line of high-performance professional tools, and accessories for cutting a wide variety of building materials. Today, ROTOZIP continues to build upon the same strong foundation established more than two decades ago as the world's No. 1 Spiral Saw™ system. For more information, visit www.ROTOZIP.com or call 877-ROTOZIP.

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