

## **NON-SLIP PUSH TOOL WITH GREATER GRIPPING POWER MAKES CUTTING SAFER, EASIER**

MEDINA, MN (June 14, 2011) - Rockler Woodworking and Hardware announces the release of the Bench Dog® Push-Bloc™, a new, high-tech version of an ordinary push tool used to guide stock when cutting. The Bench Dog Push-Bloc makes the process of routing, ripping, jointing, and other cutting jobs safer and easier by providing maximum control over the stock while keeping hands and fingers at a safe distance from the blade. Unlike homemade wooden push sticks with awkward handles, and designs that require an inordinate amount of pressure on a single point of contact, the Bench Dog Push-Bloc uses an ergonomically-correct handle and a high-friction rubber pad to solve those problems. The high-tech base provides a greater area of contact with stock, giving the user a non-slip, non-marring, safer grip as they guide it all the way through the cutting phase.

"Rockler is always looking for ways to increase the level of safety for our customers," said Steve Krohmer, Vice President of product development. "The Bench Dog Push-Bloc is a huge safety improvement over other tools because it combines keeping hands away from saw blades, while giving the user better control over the stock while cutting. The base is made from the same high-friction rubber pads found on our Patent Pending Bench Cookie™ Work Grippers for superior stock control, and the angled handle keeps hands in a safe, leveraged position during the cut."

The Bench Dog® Push-Bloc™ (42790) retails for \$9.99 and is available at Rockler Woodworking and Hardware stores nationwide, Rockler's independent resellers, Rockler.com or from the Rockler® catalog.

Note: Hi-resolution images and text to go along with this news release are available for download at [www.rockler.com/news](http://www.rockler.com/news).

### **ABOUT ROCKLER WOODWORKING AND HARDWARE**

Celebrating its 55th anniversary as a family-run business, Rockler Woodworking and Hardware is the nation's premier supplier of specialty hardware, tools, lumber and other high quality woodworking products. Rockler has 29 retail locations in AZ, CA, CO, GA, IL, IN, MA, MI, MN, MO, NH, NY, OH, OR, PA, TX, WA, and WI – plus 60 independent reseller locations nationwide, as well as extensive catalog and internet operations.

To learn more about Rockler, please visit [www.rockler.com](http://www.rockler.com) or call 1-877-ROCKLER.