

## **ROCKLER NOW OFFERING SOY GEL™ PAINT AND URETHANE REMOVER IN 5-GALLON SIZE**

**Non-toxic Paint Stripper Now Available In a Cost-saving Size For Larger Projects**

MEDINA, MN (Jan 22, 2013) - Rockler Woodworking and Hardware is now offering SOY Gel™ Paint and Urethane Remover in a jumbo 5-gallon bucket—the perfect size for large projects such as stripping paint off of garage floors and urethane off of interior wood floors. With coverage of up to 1000 square feet, the 5-gallon size can lift the finish from a 25' x 40' floor with incredible ease.

Unlike its toxic counterparts, SOY Gel™ Paint and Urethane Remover can be used indoors, even in the winter, without worrying about ventilation, which makes it an attractive option for floor stripping and other indoor projects. Made with 100% American-grown soybeans, SOY Gel™ is capable of lifting paints, urethanes, acrylics, epoxies, and enamels, and since it holds coatings in suspension, it's also ideal for lead-based paints.

"SOY Gel™ Paint and Urethane Remover has received a warm welcome from the do-it-yourself and woodworking worlds, and for good reason," says Jim Carroll, Category Manager in Rockler's Merchandising Department. "When most people think of stripping paint, they think of donning a Haz-Mat suit, struggling to get adequate ventilation from the toxic fumes, and worrying about every stray drop that gets on your skin. Working with SOY Gel couldn't be more different. It's odor-free, harmless to your skin, and most importantly, it lifts paint with absolute ease. It's a true pleasure to work with."

The five-gallon bucket of SOY Gel™ (46099) retails for \$274.99, while the quart size (33416) retails for \$20.99, and the gallon (38550) for \$64.99. The 5-gallon size can only be purchased online at Rockler.com, while the smaller sizes are available both at Rockler.com, and at Rockler Woodworking and Hardware stores nationwide, Rockler independent resellers, or from the Rockler catalog. For store locations or a free catalog, please visit [www.rockler.com](http://www.rockler.com) or call 1-877-ROCKLER.

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 58th year 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, ME, 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.



SOY-Gel™ 5-Gallon Bucket (46099)



SOY-Gel™ Gallon (38550)



SOY-Gel™ Quart (33416)