



NEWS RELEASE

FOR IMMEDIATE RELEASE

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CIRCUIT ALERT LINESMEN'S PLIERS RECEIVE HONORABLE MENTION IN HANDY MAGAZINE'S INNOVATION AWARD COMPETITION

MILWAUKEE, WIS – *HANDY* Magazine announced the winners of its 2008 Innovation Award, a coveted prize reserved for companies that introduce groundbreaking, industry-shaping home-improvement and DIY products. Gardner Bender's Circuit Alert™ Linesmen's Pliers (GPT-90) won Honorable Mention, an honor given to only 12 products.

Now in its eighth year, the Innovation Award program is known for honoring products that showcase initiative, creativity, invention, reinvention and eco-invention. Visit Handy Magazine online at

<http://www.handymanclub.com/FromHandy/Article.aspx?id=36666&terms=handy+innovation+awards> to view all award and honorable mention winners.



A close-up photograph showing a hand holding a pair of red-handled pliers. The pliers are being used to drive a nail into a piece of light-colored wood. The pliers have a unique design with a hammerhead on the side of the jaws.	<p>Pounding Pliers</p> <p>Admit it: Haven't you used pliers to drive a nail at some time in your life? Now Gardner Bender makes that perfectly OK (no guilt over tool abuse) with its Circuit Alert Linesmen's Pliers GPT-90 (\$23.99). A true multitasker, the pliers feature a built-in hammerhead on the side of the jaws, a terminal crimper in the jaws and a voltage sensor in the handle.</p> <p>Gardner Bender, 800-822-9220, www.gardnerbender.com</p>
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HANDY, the official publication of the Handyman Club of America, represents the core of America's home-improvement experts: the "prosumers" who are always remodeling or improving something, and the building trades contractors, men who are experts in their fields and opinion leaders among their peers. Published six times a year, *HANDY* has the largest circulation of North American Media Group's twelve titles with 1 million circulation and 3 million readers.

For more than 40 years, Gardner Bender has been designing, manufacturing, and marketing electrical tools and accessories. For information on Gardner Bender's complete line of products, contact Gardner Bender at 800-822-9220, fax 414-352-2377, and in Canada call 800-268-4987, fax 800-461-2456 or visit www.gardnerbender.com.

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