

## **FOR IMMEDIATE RELEASE**

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### **Makers of New Hardware Product to Give It Away Free**

(Monkey Hookers give it away Free)

Laguna Niguel, CA - The Monkey Hook, LLC is so confident consumers will rapidly adopt its new picture-hanging product that it plans to give it away free. "When you have a product that people buy several of after trying one, sampling can be effective," says David Kurrasch, Managing Member. "People just goes wild over it."

With a US Patent pending, the Monkey Hook ® is a unique product made of formed carbon steel wire for hanging pictures or anything 'hangable' on drywall, without having to use a single tool! "That's the first problem it solves," says Kurrasch. "No tools. It installs by hand in a few seconds. We hear from many women who like The Monkey Hook® because it doesn't require tools to install."

Another problem it solves is that of having to find a wall stud in order to hang a picture securely, or else having to resort to larger holes and complicated hardware to hang a picture where no stud exists, causing excess damage to the wall. The Monkey Hook® penetrates the drywall with simple hand pressure through its 'EZ' self-boring tip, then 'self-locks' securely in place, all with no wall stud or tools involved. "Its truly an ingenious design," says Kurrasch, using not his own word but one of the many consumer testimonials the Monkey Hook receives and posts on its website. "The 'self-locking' feature is my personal favorite. Consumers can literally feel when it locks into place. It's actually fun to install."

Does this sound too good to be true? The product is fully guaranteed and each will hold up to 50 lbs, far more than the weight of most pictures or wall décor. The Monkey Hook is a sponsor of the 60th Annual National Hardware Show in Las Vegas taking place this week at the Las Vegas Convention Center. "There's no reason The Monkey Hook should not emerge over time as the new gold standard in picture hanging hardware", say's Kurrasch. "We have yet to find a way to over-promise this product."

No doubt, plenty of Trade samples will be given away at the Hardware Show, the premier annual Retail Trade event in the US. But it's the consumer the Monkey Hook®, LLC will also be focusing on over the next year. "We have identified rather specific consumer targets for formal sampling programs," says Kurrasch. "But we're not going to say exactly who." Still, nobody should be too surprised if a free Monkey Hook® sample finds it's way to them. "This product belongs in every single building that uses drywall." Indeed, anyone reading this article can request a free sample by writing to The Monkey Hook, LLC at 28241 Crown Valley Parkway, Suite F'469, Laguna Niguel, CA 92677 and providing their name, and a self addressed, stamped envelope with \$.49 postage. For more information, including a live video demonstration, visit The Monkey Hook and order online at [www.monkeyhook.com](http://www.monkeyhook.com) or call toll-free 1-866-ONE-HOOK (866-463-4665)