

December 30, 2004

CURRENTS: WHO KNEW?; Now What Is Your Excuse For Not Hanging Mom's Portrait?

By MARIANNE ROHRLICH

Anyone with plasterboard walls knows how frustrating it can be to hang pictures on them. If you don't find a wood stud behind the wall to drive a nail or hook into, the picture, hook and all, can come crashing down. Now there are Monkey Hooks, thin metal hangers that hold fast to wallboard. One end of the hanger has a boring tip that can be pushed through the wall by hand until only a small hook protrudes. One hook can hold up to 50 pounds; more than one is recommended for heavier pictures. A pack of 10 costs \$9.99. Available from (949) 365-5692 or www.monkeyhook.com. MARIANNE ROHRLICH

[Copyright 2005 The New York Times Company](#) | [Permissions](#) | [Privacy Policy](#)



<http://www.ctnow.com/features/home/hc-homerangera0114.artjan14.1.1573066.story?coll=hc-headlines-at-home>

Here's The Hook, 'Monkey' Style

No Hammer, No Nails Needed To Hang Pictures

By KORKY VANN

January 14 2005

Once you take down those holiday decorations, un-decked halls can look pretty bare. For most of us, though, hanging pictures is one of the more challenging home décor projects - requiring everything from hammer and nails to a stud finder, tape measure and level. A small California company thinks it has a better solution to the tedious chore with a new product called The Monkey Hook.

The ingenious gizmo offers an easy way to dress your walls - no tools, hardware or

locating studs necessary. Engineered to hang pictures, mirrors or accessories weighing 50 pounds or less, the hook is operated by pushing the self-boring tip into any commercial or residential grade drywall. Once the hook is thread through the wall, a self-locking feature holds the item in place. (The resulting hole is smaller than most nail holes.)

Because the Monkey Hook was launched in September, more than 5,000 have been sold, many to repeat customers, says David Kurrasch, managing member of the Monkey Hook LLC.

"The first thing people say is 'how the heck does this thing work?'" says Kurrasch. "The second thing they say is 'Wow.' There's no delay of gratification. You don't have to worry if you've found a stud or if the nail is secure. When you want to hang a picture, you just pick a spot on the wall and put it up."

Heavier pieces can be mounted using two hooks. A trial pack of two costs \$2.99; a pack of 10 is \$9.99, plus shipping and handling. The Monkey Hook is available at <http://www.monkeyhook.com/> or by calling 1-866-ONE-HOOK.

The logo for Newsday.com, featuring the word "Newsday" in a large, bold, blue serif font, followed by ".com" in a smaller, blue sans-serif font. The text is set against a dark blue background that tapers to the right.

SEEN

For the do-it-yourselfer

Compiled By Gary Dymski

February 3, 2005

Heavy-handed hook (February 3rd, 2005; Gary Dymski)

Hanging photos, paintings and mirrors on nails or hooks in drywall can be a struggle. Monkey Hook to the rescue. Featuring an extra-long, curved shaft and a self-boring bit, the Monkey Hook is inserted into drywall, and the shaft then grips the inside of the wall. Each hook can hold up to 50 pounds. Order a pack of 10 hooks for \$9.99 at MonkeyHook.com or call 866-663-4665.

The Monkey Hook®



[The Money Pit: Cool Products/The Monkey Hook](#)

The Monkey Hook® is a US Patent-Pending lightweight, super-strong spring steel product that enables anyone to hang a picture, mirror, or wall accessory of up to 50 lbs. securely and in just seconds, without the use of any tools.

This product is uniquely engineered to make hanging pictures, mirrors, or anything 'hangable' a simple, easy process anyone can do. Just find the spot where you want to hang the picture and the 'EZ' Self-Boring tip enables you to penetrate the drywall, using simple hand pressure and a back and forth twisting motion. Then, the shaft simply slides through and with a final push the Self-Locking Feature locks the Monkey Hook® securely in place, with only the hook exposed and ready for your ready-to-hang picture. For more information, go to www.monkeyhook.com.