

## KIRSCHNER CREATES SPECIAL BRUSH FOR THE WOODWORKING INDUSTRY

When Tools for Working Wood, a merchant of premium woodworking tools, wanted to create a line of woodworking finishing brushes under their Gramercy Tools brand, they tested every finishing brush on the market. Then they called upon Kirschner Brush Manufacturing Company to custom manufacture a special finishing brush based on their research.

*“We knew what we wanted and didn’t want,”* said Joel Moskowitz, Tools for Working Wood’s owner. *“We saw a lot of brushes that had been dumbed down and just didn’t work the way a top notch finishing brush should work. The companies we initially spoke to either weren’t interested in such a specialty project or didn’t have the craftspeople to do the work to our specifications on such a demanding brush. We wanted to have the best brushes on the market, and so we came to Kirschner. The real surprise was that we didn’t have to go to Europe to get the quality we wanted or to Asia to do it at a competitive price. We just took a subway to the Bronx.”*

Kirschner Brush Company (KBC) was founded in 1947 in New York City and continues to be a family-run business, now into the third generation. *“We make a wide variety of brushes, for many different painting and finishing applications, including custom brushes. The Gramercy Tools brush is made with European Ox, which is a premium hair and requires special handling, but our craftspeople are very skilled and the project was very successful for everyone,”* said Israel Kirschner, president of Kirschner Brush Company. *“A great brush is a competitive advantage, not just for the end user who wants a great finish, but also for the distributor and retailer who need unique products that stand out.”*

Adds his daughter Debra, *“At KBC we emphasize quality over quantity. We use the finest materials to create paint brushes that perform and last.”*

Kirschner Brush has highly skilled workers making all of its brush products – paint brushes, varnish brushes, chip brushes and more. Each brush is customized and shampooed individually. For more information, please see [www.kirschnerbrush.com](http://www.kirschnerbrush.com). To see the full line of Gramercy Tools Finishing Brushes visit [www.toolsforworkingwood.com](http://www.toolsforworkingwood.com).