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Clearly Clean Launches the Peel-A-Tray Product Line

Only line of trays on the market that contains peelable, built-in liners to clean up in seconds

SOUTH WINDSOR, Conn. -- Feb. 3, 2009 -- Clearly Clean Products, LLC, today announced the launch of the eco-friendly Peel-A-Tray -- a patent-pending line of five mess-free paint trays in one. The durable, standalone trays feature a reusable, hard-substrate base with four built-in liners that can be easily peeled away immediately after use, leaving behind a clean tray for another job in just seconds. No other tray on the market features built-in liners, eliminating the need to purchase separate inserts. The 9-inch version of the tray is now being carried by all Sherwin-Williams and Duron Paints & Wallcoverings stores nationally.

The Peel-A-Tray line features products geared to both the do-it-yourself (DIY) and the professional markets. In addition to the conventional 9-inch tray, this product line includes 4-inch and 7-inch standalone trays (for trim and smaller rollers) and 18-inch standalone trays (for back rolling). For those painters who are looking only for inserts, the Peel-A-Tray line also features a five-in-one pack of sturdy, peel-away liners, including a hard-substrate base that will fit most existing 9-inch and Pro 4-quart paint trays. In addition, the line includes a Peel-A-Tray Paint Station that provides a molded surface to support all your painting tools. This product line accommodates both latex and oil-based paints.

"Clearly Clean is excited by the launch of the Peel-A-Tray because there is simply nothing else like it on the market today," said Jeff Maguire, president of Clearly Clean Products, LLC. "With this product, there is no longer the need to clean your paint tray – a messy, time-consuming and dreaded chore. Painters everywhere can now take a lunch break or start a new paint job without the hassle. Plus, you are able to easily save excess paint rather than washing your money down the drain."

"Anyone who has ever attempted to purchase inserts for a paint tray and struggled to ensure the correct fit understands the benefits of built-in liners," said Millard Wallace, the product's inventor. "With the Peel-A-Tray, you are ready for a new job in seconds. End consumers and contractors alike want to save money, time and effort, and the Peel-A-Tray allows them to do just that. In short, this product is unique and is less expensive than competitive offerings – two of the most important ingredients for any successful product launch."

The Peel-A-Tray line is ergonomic, manufactured in the U.S. and is eco-friendly. A typical cleaning of a traditional paint tray can waste up to 10 gallons of water. The Peel-A-Tray requires

NO WATER to clean, contains 50 percent recycled material, 50 percent less material than five traditional tray inserts, uses 50 percent less energy to produce and occupies 50 percent less landfill space than comparable trays.

To see the Peel-A-Tray in action and for more information, visit www.peelawaytray.com.

About Clearly Clean Products, LLC

Clearly Clean Products, LLC, is based on the entrepreneurial idea that anything is possible. The company was formed by a group of individuals committed to its new patent-pending manufacturing process. The last three years have been spent developing and refining that concept from idea to product. The Peel-A-Tray line is the company's first national product launch. The goal of Clearly Clean Products, LLC, is to keep this product line in the U.S. to increase U.S. jobs and to develop other Peel-A-Tray products that can proudly state "Made in the U.S.A." For more information, visit www.peelawaytray.com or call (888) 769-8723.