



PRODUCT ORIGIN STORY
**PRESS RELEASE
TEMPLATE**

Questionnaire To Write A Product Origin Story Press Release

The purpose of this press release is to tell the story of how a product was developed by a company and how it came to be available to customers.

The following questionnaire is designed to help you organize the most relevant information for this type of press release. Providing clear, concise, and informative answers will directly impact its quality. Whether your goal is to write the press release yourself or submit a fact sheet to a professional writer, take the time to organize and explain the facts of your development by answering these questions.

Product Name:

Ever-Grip Bench Grippers

Product Type:

Stabilization device for woodworking

Relevant Marketplaces:

Woodworking

Who Is Buying The Product:

Woodworkers, cabinet and furniture makers, carpenters, repair specialists

Who Is Using The Product:

Woodworkers, cabinet and furniture makers, carpenters, repair specialists

When Was The Product Introduced:

2007

When Was The Product Conceived:

2005

Who Was Responsible For The Concept:

Paul Sherman

Who Was Responsible For Its Development:

The Twin Creek Woodworking product development team

How Was The Product Developed:

Paul Sherman is on our product development team and one of our most experienced tool testers. He was testing new puck-style bench dogs and testing grip qualities of the rubber surface pads. While the material was effective, he began experimenting with different surface textures and found this had a significant effect on grip.

What Were Some Hurdles Or Challenges Faced When Developing The Product:

Extensive texture patterns needed to be tested with a range of different workpieces. We had to temporarily expand part of our standard testing space to accommodate the process.

Were There Any Unexpected Or Accidental Discoveries That Worked Out For The Best:

Concentric circle grip patterns were not our first design choice, but we found this pattern created an extra secure grip through a mild suction effect. This pattern, rendered in industrial grade rubber, provided the best resistance for the widest range of materials at the highest levels of force.

How Long Did It Take To Bring The Product To Fruition:

18 months

What Problems Were Meant To Be Solved By The Product:

Bench grippers provide a powerful holding effect that lifts, stabilizes, and secures materials while they're being worked on. They are faster to set up and less likely to damage surfaces than a conventional vice or clamps. They also provide a stronger hold and resist dislodging force better than most bench dogs available on the market today.

How Was The Product Introduced To The Marketplace:

Twin Creek Woodworking debuted the product as part of its 2007 holiday catalog and demonstrated their use on the company's new-at-the-time YouTube channel.

How Was The Product Initially Received:

The initial response was positive and the grippers continue to be a stronger seller on our website and the top product in our under \$35 section of clamps and grippers.

What Were The Main Factors That Made The Product The Success It Is Today:

The special design of the surface texture is a critical factor in this product as a superior choice among other bench grippers and similar products.

Quote From The Company About The Product's Origins:

"Developing this product was a really rewarding process. When we tested the texture that became our final design, it was a real aha moment."

Person Providing The Quote:

Paul Sherman

Their Professional Title/Role:

Lead product developer

Call To Action:

This is what readers should do if they want to find out more.

Check out our video series testing the Ever-Grip Bench Grippers with all types materials.

Summary:

On telling the story of the Ever-Grip Bench Grippers, Twin Creek Woodworking Supply recalls how a definitive feature made the product a lasting success among woodworkers, cabinet and furniture makers, carpenters, and others.



TWIN CREEK WOODWORKING SUPPLY SHARES THE STORY OF ITS EVER-GRIP BENCH GRIPPERS

PRESS RELEASE SUMMARY

On telling the story of the Ever-Grip Bench Grippers, Twin Creek Woodworking Supply recalls how a definitive feature made the product a lasting success among woodworkers, cabinet and furniture makers, carpenters, and others.

PRESS RELEASE

Ever-Grip Bench Grippers are a different type of woodworking stabilization device. Introduced in 2007, the grippers have become a favorite product used by woodworkers, cabinet and furniture makers, carpenters, repair specialists, and others. While the woodworking market is now familiar with this solution, many users may not be aware of how the grippers came to be developed. Twin Creek Woodworking Supply now shares the story of how the Ever-Grip Bench Grippers were realized and the key feature that made them a success.

To learn more about these and other stabilization devices for woodworking, carpentry, and repair jobs, visit tcwtools/clamps.html

In 2005, lead product developer, Paul Sherman was running tests on puck-style bench dogs to examine the various grip qualities of the rubber surface pads. While the material proved to be highly effective for holding workpieces, materials, and parts, he saw the potential for improved holding capabilities by altering the surface pattern.

Over the next 18 months, Twin Creek Woodworking Supply's product development team went to work testing an extensive range of surface textures and their holding potential on many different workpieces and materials.

The development process was so exhaustive, it required the temporary expansion of the company's standard testing space. Eventually, the team found that a concentric circle grip pattern provided an extra secure grip through a mild suction effect, which although unexpected, proved to be the most effective at withstanding the greatest degree of force.

"Developing this product was a really rewarding process. When we tested the texture that became our final design, it was a real aha moment," recalled Paul Sherman.

The new bench gripper design solved a number of problems for users. In addition to lifting, stabilizing, and securing materials, they set up faster and prevent surface damage that can occur when using conventional clamps and vices. They also outperform most bench dogs when it comes to resisting a dislodging force.

These capabilities were demonstrated on the company's then-new YouTube channel, which was used to promote the product launch as part of Twin Creek Woodworking Supply's 2007 holiday catalog. Since that time, a full series of Ever-Grip Bench Grippers testing videos have been shared and can be viewed on Twin Creek Woodworking Supply's channel.

The launch of the Ever-Grip Bench Grippers was a success from the start. Now, 15 years later, the devices are still top-sellers in Twin Creek Woodworking Supply's selection of clamps and grippers below \$35. The special design of the surface texture has remained a definitive factor in the product's lasting success and popularity in the woodworking and crafting market.

BOILERPLATE

Twin Creek Woodworking Supply provides tools and essentials that are designed for traditional crafting, building, and finishing, but with advanced materials and engineering. We have been developing solutions for decades that are high-quality, practical, and affordable. We know what woodworkers and carpenters are looking for and we deliver it.