

# ***THIS OLD HOUSE NAMES ELMER'S® CARPENTER'S® COLOR CHANGE WOOD FILLER TO LIST OF THE 100 BEST NEW HOME PRODUCTS OF 2014***

---

## ***The TOH Top 100 Reveals the Must-Have Innovations of the Year***

New York, NY (October 29, 2014) –*This Old House* named Elmer's® Carpenter's® Color Change Wood Filler to its 4<sup>th</sup> annual “**The TOH Top 100**,” a list of the 100 best new home products of the year. The editors spent months testing and examining thousands of products to find the most distinctive, helpful, and innovative new home products in seven categories: Kitchen, Bath, Tools, Building Products, Outdoor Living, Home Tech, and Finishing Touches. Featured in the November/December issue, each winning product is labeled with icons such as Money-Saver, Easy Upgrade, Eco-Friendly, Splurge, and Made in America.

“Elmer's new Carpenter's Color Change Wood Filler takes the guesswork out of wood filler drying time. It goes on purple and dries white or we have another option that dries natural, indicating that you're ready to begin sanding,” says Elmer's Product Manager, Emily Von Stein. “We know more and more people are tackling DIY projects, so Elmer's provides DIYers with products that work smarter, so they don't have to work harder.”

“Every year, there is an endless list of new home improvement products introduced to the marketplace. For the annual ‘The TOH Top 100’, we sift through them to identify the ones that will actually save our ten million readers time and money while enabling them to fix up their homes with greater ease and style,” says Editor Scott Omelianuk.

“The 2014 list is full of products that wowed us for their innovation and their ability to create breakthroughs in their categories,” adds Omelianuk. “We are confident that our readers will be as excited by them as we are.”

A complete list of “The TOH Top 100” can be found at [www.ThisOldHouse.com/top100](http://www.ThisOldHouse.com/top100).

### **About This Old House**

*This Old House* Ventures Inc. is America's premier home enthusiast brand, netting 50 million multi-media impressions each month through its award-winning television, print, and web properties. The leading consumer publication for home how-to and inspiration, the award-winning *This Old House* magazine currently has a circulation of 950,000 and reaches an audience of nearly 6.5 million print readers. *This Old House* is available on tablets and is published by Time Inc., the largest magazine media company in the U.S.

### **About Elmer's® Products, Inc.**

Headquartered in Columbus, Ohio, Elmer's Products, Inc., has been providing creative adhesive solutions that support success and turn ideas into reality. By continuing to develop innovative new products, Elmer's has

become the trusted brand when it comes to fueling creativity and providing outstanding product performance in the classroom, at home, in the workshop and at the craft table. Elmer's inspires people to create, build and learn for life. For more information, visit [www.elmers.com](http://www.elmers.com). Follow Elmer's at <http://facebook.com/elmers>, <http://twitter.com/elmers> and <http://pinterest.com/elmersproducts>.

***This Old House Media Contact:*** Lori Lefevre, 914.630.0961, [lori@lorilefevre.com](mailto:lori@lorilefevre.com)

**Elmer's Media Contacts:**

Melissa Gutschmidt, 216.472.2394, [mgutschmidt@fallscommunications.com](mailto:mgutschmidt@fallscommunications.com)

Stephanie Walters, 216.472.2390, [swalters@fallscommunications.com](mailto:swalters@fallscommunications.com)

###