PATENTED
ADDITIONAL WORLDWIDE PATENTS PENDING

PRODUCT CATALOG 2026/27

FreeForm® 360

Unmatched Control

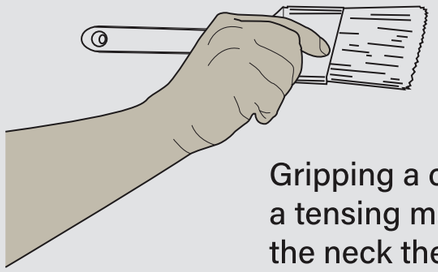


Change Everything You Thought About Painting

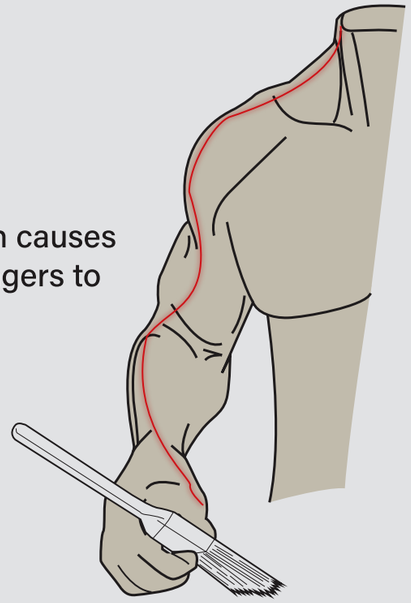
- Grip-Free™ Design
- Effortless 360° Rotation
- Interchangeable Brush Head Cartridges

Problem: Anatomy of the Stick Brush

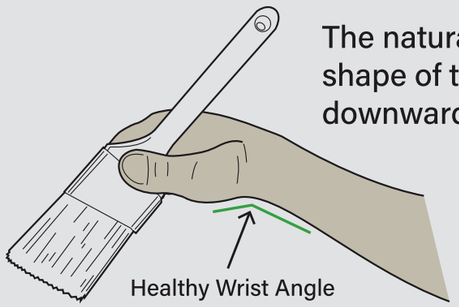
Forces the body into unnatural and uncomfortable positions

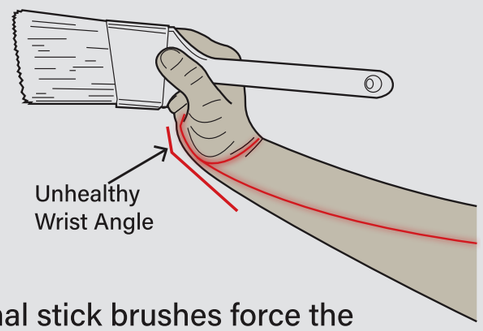


Gripping a conventional stick brush causes a tensing muscle chain from the fingers to the neck the entire time you paint

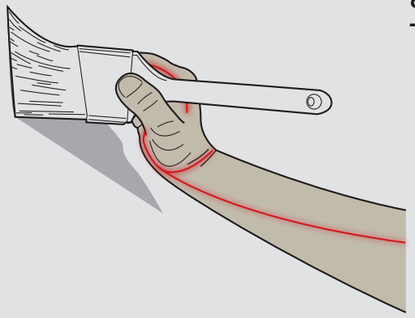


The natural, neutral shape of the hand is downward facing





Conventional stick brushes force the user to bend their wrist at an unhealthy angle, putting pressure on the Carpal Tunnel, causing pain and discomfort

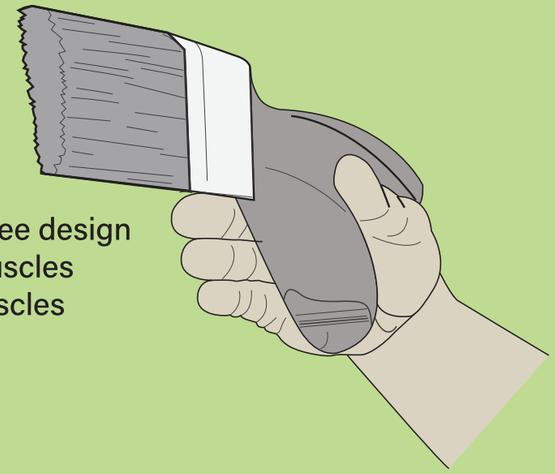


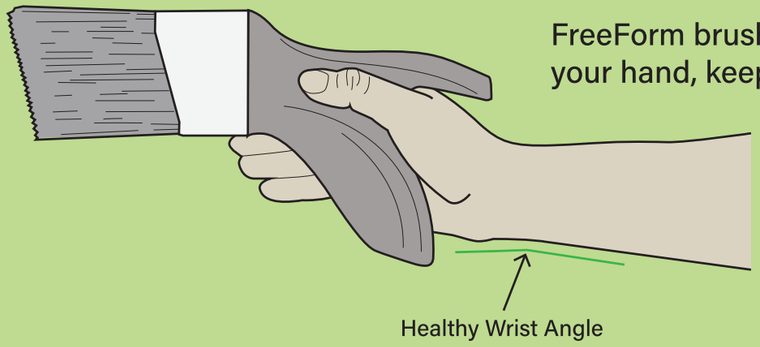
Applying pressure to the work surface forces additional grip pressure which tenses muscles further

Solution: Anatomy of a FreeForm

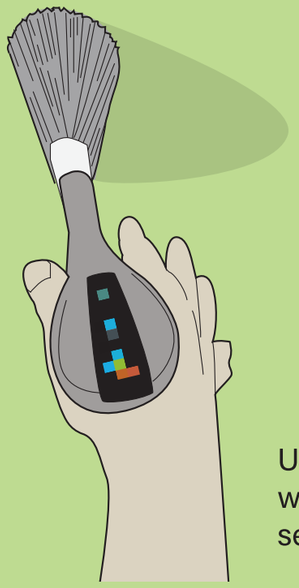
FreeForm brushes work with your body, not against it

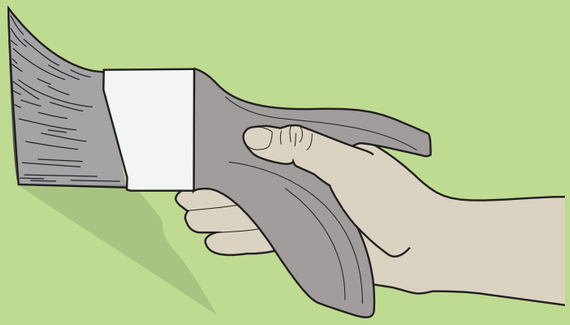
FreeForm brushes' patented grip-free design means relaxed muscles; relaxed muscles have greater control than tense muscles





FreeForm brushes act as an extension of your hand, keeping a healthy wrist angle





Unlike a stick brush, applying pressure to the work surface with a FreeForm brush is a benefit; securing the brush into your hand



FreeForm® 360

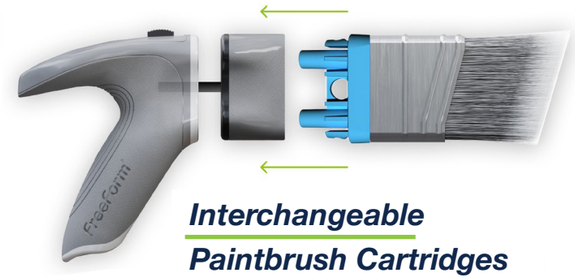
Greater Control

The FreeForm 360 features FreeForm's patented grip-free technology, plus effortless 2-finger rotation, allowing your arm and shoulder to stay in a natural, neutral position, reducing fatigue and providing greater control than ever before possible.

With a FreeForm brush, you'll NEVER get a cramped hand again!



FreeForm® Refill Paintbrush Cartridges



Reusable Handle
Less Waste

Easy Change
Cartridges Snap In and Out Easily

Modular System
Multiple Sizes, Filaments, and Attachments Available

3 Premium Filament Choices
Angle and Flat

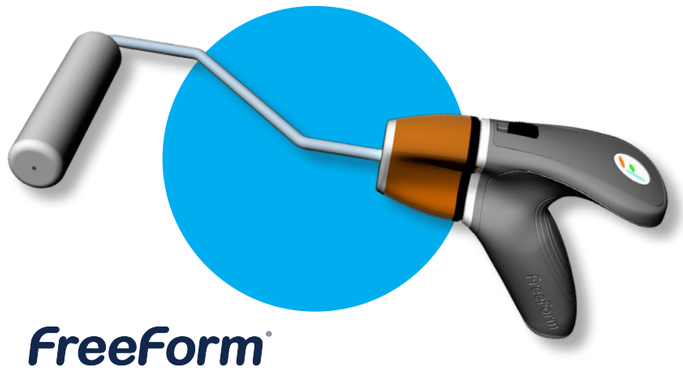


EXTERIOR ALL-PURPOSE INTERIOR

4 Sizes



38mm (1.5″) 50mm (2″) 63mm (2.5″) 75mm (3″)





FreeForm®
Mini Roller Attachment

Available in: 50mm (2″) 100mm (4″) 150mm (6″)



ERGO X

Designed for Added Leaverage

As with all FreeForm brushes, the patented grip-free design allows the users hand and fingers to relax, providing unmatched comfort and superior control.

- *High Quality – Low Price*
- *One-Time Handle Purchase*
- *Interchangeable Refill Cartridges*
- *Mini Roller Attachment*
- *Large Flange for Extra Leverage*
- *Perfect for Fences, Decks and Siding*



FreeForm® Refill Paintbrush Cartridges



Interchangeable
Paintbrush Cartridges

Reusable Handle
Less Waste

Easy Change
Cartridges Snap In and Out Easily

Modular System
Multiple Sizes, Filaments, and Attachments Available

3 *Premium Filament Choices*
Angle and Flat



EXTERIOR ALL-PURPOSE INTERIOR

4 *Sizes*



38mm (1.5″) 50mm (2″) 63mm (2.5″) 75mm (3″)



FreeForm®
Mini Roller Attachment

Available in: 50mm (2″) 100mm (4″) 150mm (6″)





ERGO

High Quality, Low Price

ERGO has two distinct handle shapes. The 38mm (1.5”) and 50mm (2”) brush handles are small, yet maintain the same grip-free design. They were designed with small, intricate work in mind: cutting in fine detailed trim, painting furniture, crafts projects and more.

The 63mm (2.5”) and 75mm (3”) brush handles have a larger, flanged handle for broad strokes and larger coverage. They are suitable for cutting in and large trim work, as well as coverage over a larger area.



DETAIL



BROAD COVERAGE

The *Right Tool* for The *Right Job*

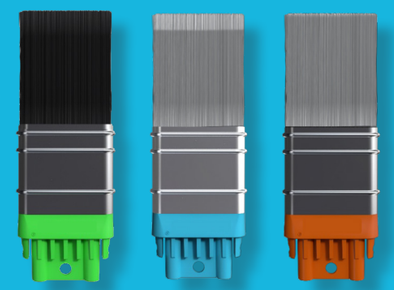
The FreeForm 360 and FreeForm ERGO X are designed differently to do different jobs. Each outperforms a conventional brush and each adds its own value. Every pro and DIYer should have both in their toolbox.

FreeForm 360

FreeForm ERGO X



***FreeForm 360** is perfect for interior and all-purpose jobs, with more functionality than any other paintbrush.*



Both use the FreeForm Refill Paintbrush Cartridges. A wide selection of angle and flat filament choices.

***FreeForm ERGO X** was designed with a larger flange to provide additional leverage for broad coverage. It’s perfect for Fences, Decks and Siding, and any job with broad coverage.*



The 360 and ERGO X have have their own mini roller attachment, available in 50mm, 100mm, and 150mm.



FreeForm® 360 Paint Pail

“Spill-Free” Design

The FreeForm 360 Paint Pail makes all other paint pails obsolete. It allows the user to move their arm freely without spilling, and without holding their arm hours in an unnatural position, greatly reducing fatigue and making painting a pleasure rather than a pain.

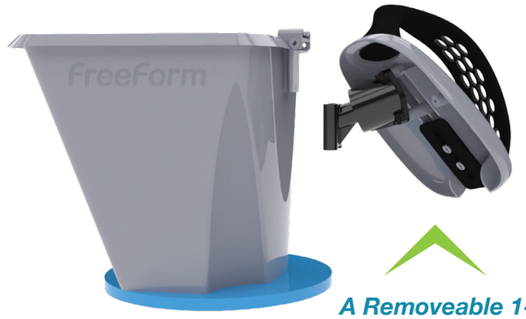
The FreeForm 360 Paint Pail
THE NEW GOLD STANDARD



FreeForm® 360 Paint Pail Features



Adjustable, Removeable, Ultra-Comfortable Handle With Patent-Pending Dual-Angled Design, Which Keeps The Pail Upright While allowing the user’s hand to stay in its natural, neutral state

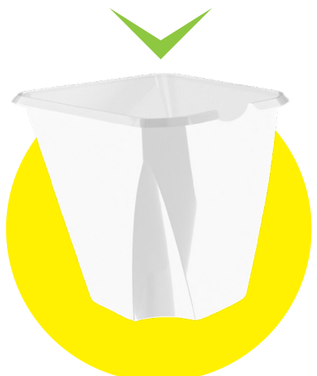


A Removeable 1-Gallon Paint Pail Diameter Base, Which Rests Securely In Ladder Trays And Ladder Top Recesses



Removeable Base

Disposable Liners







Comes With A Magnet Mount For Traditional Brushes And Roller, And A FreeForm Holster For FreeForm Brushes.



Everyone's Talking About FreeForm!

With millions of impressions and growing social media buzz, FreeForm is making a major impact. Its revolutionary painting tools combine unmatched comfort with superior control, delivering a painting experience that goes beyond the conventional stick brush. The better way to paint is spreading!

FreeForm® Family of Products

FreeForm's revolutionary painting tools are not only the most comfortable tool you'll ever hold, they also provide superior control versus a conventional stick brush.



MISSION

We are committed to reinventing everyday tools in ergonomic ways through observation, innovation and thoughtful design.

Our core values of integrity, quality and focus on improving the user experience drive us to create unique products to help you bring your inspirations to life.

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product design excellence
2024 FINALIST