



October 30, 2005

FOR IMMEDIATE RELEASE

Contact: Richard Eikenberg, president of Business Builders  
(309) 827-7977  
[dick@businessbuildersnet.com](mailto:dick@businessbuildersnet.com)

NEW TRUCK TOOL MAKES LOADING AND UNLOADING SAFE AND EASY

Bloomington, IL -- 3R Products, Inc. has developed a new multi-purpose truck tool that will solve a problem common to many light pickup truck owners and drivers - safely and efficiently loading and unloading cargo from the back of the truck bed. Get-A-Grip: The Multi-Purpose Truck Tool makes its debut into the automotive aftermarket and is sure to help truck drivers and owners everywhere.

Get-A-Grip was designed to handle a variety of cargo types and sizes in order to maximize its use. It features a four-foot aluminum pole, a plastic hook at the top designed to grab onto or push items, and a retractable airline cable that can hoop around round or oddly shaped cargo. The tool weighs nearly one pound but can handle light and heavy cargo, and it attaches to the side of the truck bed with two brackets that are included with the tool.

With light trucks getting taller and beds getting longer, 3R Products knew that loading and unloading the bed was getting more difficult - and as long-time truck drivers and owners, the company knew the problem was widespread.

-MORE-

“For years, we have struggled with loading and unloading our trucks safely and efficiently,” said Trent Rousey, president. “When items slid to the back of the truck, we had two options to retrieve them: climb onto the tailgate, walk to the item and pick it up, and walk back and jump down, or we would stand on the wheel-well, reach over the side and try to pick up or push the item to where we could reach it. Both were dangerous and time consuming.”

Get-A-Grip allows users to stand at the back of their trucks and reach for items with the hook or the hoop, safely pulling them into reach. With the uniquely designed hook, items can also be easily pushed into place at the back of the truck to maximize cargo space. Get-A-Grip can handle cargo of varying types, including: lumber, construction/industrial equipment, groceries, kids’ toys or pet products, landscaping items, and painting equipment. Nothing is out of reach with Get-A-Grip.

3R Products, Inc. is a family business, run by Tom, Trent, and Matt Rousey. Their first business, USL Manufacturing, builds lighting fixtures for stadiums and arenas throughout the country, and pickup trucks were heavily relied upon throughout their normal workday. Their solution was to design a tool to assist with the loading and unloading of truck beds efficiently, effectively, and safely. Thus, 3R Products, Inc. was born. The Rouseys bring many years of experience in the shipping, manufacturing, and sales industries to their new company and their new product. For more information about Get-A-Grip or 3R Products, please contact Richard Eikenberg at (309) 827-7977.

####