

UDELL REPORTS INCREASED SALES



Gary Udell (left) joins Jerry Rubin, CEO of Helen of Troy, at the Hot Tools booth at the 2010 IBS show where the company debuted several new Hot Tools products.

Gerry Udell, Inc., manufacturers representatives in the Northeast, reports dramatic sales increases for Helen of Troy's Hot Tools brand of professional styling appliances.

"Helen of Troy has introduced many new and exciting items to its Hot Tools brand in 2010, including the new Ice Blue line featuring four unique styling irons," says Gary Udell, president of Gerry Udell, Inc. Visit gerryudell.com or hottools.com.