February 6, 2012, Bethesda, MD – The Adhesive and Sealant Council (ASC) is pleased to announce that Robert (Bob) Braun of BGBraun Building Enclosure Consulting and Jeff Timm of Timm Consulting have joined the Council as “Content Providers” for adhesives.org, the leading adhesives and sealants online portal.

As Content Providers, Braun and Timm will share viewpoints, information and news via tools being developed to support the re-launch of adhesives.org, set for the first quarter of 2012. Content Providers will blog, moderate adhesives.org Linked In discussion forums, post white papers, upload ASC TV videos and generally provide guidance to industry professionals looking to adhesives.org as a business resource.

Bob Braun spent 25 years working on the technological development of polyurethane foam and foam sealants for a variety of companies including Insta-Foam Products, Flexible Products and the Dow Chemical Company. He is a recognized leader in the standards and codes arena, having served as the founding chair for ASTM C24.61 Subcommittee for Aerosol Foam Sealant in 1999. He is an ASTM Hall of Fame Member, former chair of the American Architectural Manufacturers Association Aerosol Foam Sealants Committee, and won an Award of Merit in 2009 for his efforts with ASTM C24.

Jeff Timm is an accomplished, business development executive with experience managing and growing global markets for major Fortune® 100 companies. Jeff has held a wide variety of key positions in sales, marketing, marketing research, customer service, business management and business development at Dupont-Packaging & Industrial Polymers, Avery Dennison-Speciality Tape Div., Johnson Polymer-Adhesives (previously a div. of S.C. Johnson now BASF) and as a full time consultant with Nova Chemicals. He was an ASC member representative and has served as the chairperson of the program development committee and actively guided ASC’s technical education efforts.

“Bob and Jeff bring decades of experience in the building, construction and packaging space and will be strong industry stewards in their role as Content Providers for adhesives.org 2.0 when we launch in March,” reports Matthew E. Croson, President of ASC. “Our Content Providers are being asked to ‘stir things up’ on
the site via blogs, discussion forums and the ASC TV channel as we strive to educate the end user community on the benefits and uses of adhesives and sealants."

Adhesives.org Content Providers will play a strong role in ensuring the site becomes focused on engagement. Adhesives.org 2.0 is currently being redeveloped and will contain new features, including:

- A blog where industry will be invited to share their viewpoints,
- A Linked In discussion group that already has more than 1,600 members where members will be able to dialogue and ask questions of industry professionals
- ASC TV, which will feature educational videos
- Newsfeeds organized by market segments, featuring regularly updated content

“The new site will feature content organized by market segment – something requested by end users as they strive to learn how adhesives and sealants apply to their specific needs,” notes Croson. “Having dedicated Content Providers helps ensure relevant, timely and focused content to support the needs of the end user community.”

ASC LOOKING FOR ADDITIONAL CONTENT PROVIDERS

ASC is looking for a Transportation segment Content Provider for adhesives.org. The Content Provider should have significant experience in the transportation segment, and be willing to share ideas, upload information and moderate discussions via adhesives.org. The Content Providers must be able to share information that is educational in nature, without any bias towards specific companies or suppliers, and can dedicate up to 10 hours per month towards engaging the adhesives and sealants supply chain via adhesives.org.

“To paraphrase the U.S. Army, ASC is looking for a few good people who can work with us to enhance the site with focused content, information and guidance within the transportation segment, as this market segment is one of the most highly populated by our end users,” adds Croson.

Individuals interested in serving as Content Providers for adhesives.org should contact Jessica Carter, ASC’s Online Communications Manager, at Jessica.Carter@ascouncil.org.

###

The Adhesive and Sealant Council (ASC) is a North American trade association dedicated to representing the adhesive and sealant industry. The Council is comprised of 117 adhesive and sealant manufacturers, raw material and equipment suppliers, distributors and industry consultants, representing more than 75% of the U.S. industry with operations around the world. Offering education, legislative advocacy, professional networking and business growth solutions for its members, the ASC is the center of knowledge and catalyst for industry growth on a global basis for manufacturers, suppliers and end-users. For more information about ASC, visit www.ascouncil.org.

###