ASC LAUNCHES ADHESIVES.ORG 2.0; SITE FOCUSES ON EDUCATING AND ENGAGING DESIGN ENGINEERS ON ADHESIVES AND SEALANTS

Enhanced Site Features Engagement Tools Including Video, Discussion Groups, Expert Blogs, Training Opportunities and Online Educational Resources

April 30, 2012 – Bethesda, MD – The Adhesive and Sealant Council (ASC) recently launched www.adhesives.org 2.0, an educational portal designed to educate design engineers on the benefits of adhesives and sealants. The site can also be accessed via www.sealants.org.

The expanded site includes several features designed to educate and connect design engineers with the knowledge, experience and companies that can deliver innovation and resources to any project, including:

- **ASC TV** – Currently featuring 40+ “how to” tutorials from ASC member companies.
- **Vendor Select Tool** – A simple to use, interactive tool that allows designers to select what they need for their project and connect with ASC members who can deliver solutions.
- **Ask the Expert** – A seamless connection to 1,300 Adhesives.org Linked In discussion group users who engage each other on issues, needs and challenges.
- **Expert Blogs** – Weekly updates from Jeff Timm on all things packaging and Bob Braun on all things building and construction – designed to challenge designers with the latest thoughts on how adhesives and sealants can be leveraged.
- **ASC Training Academy** – Access to webinar based training programs delivered by industry experts on a full range of adhesive and sealant related topics.
• Tools and Resources Links – direct links to calculators, VOC content data, ASTM standards, green chemistry, bonding questionnaires, best practices, etc.
• Latest News – Daily, Weekly, Monthly news items will be shared via twitter, RSS feeds, and posting of white papers, case studies, news items
• Adhesives.org Newsletter – a monthly update on news, research and white papers available to the industry with 1,600 current subscribers, and growing.

“Adhesives.org 2.0 is dedicated to educating and connecting – educating design engineers and connecting them to the suppliers and companies that can deliver on those needs,” notes Matthew E. Croson. “The site is a great opportunity to get your questions answered, collaborate with the community to address challenges, and move any sealing and bonding project forward to a successful conclusion.”

The new adhesives.org is also segmented by markets, including Paperboard & Packaging, Woodworking & Joinery, Building & Construction, Transportation, Assembly Operations, Footwear & Leather, and Consumer/DIY.

“Adhesives and sealants cover a broad array of industries and the site recognizes that design engineers’ needs vary by market segment,” notes Croson. “Visitors to the site will find their unique segment needs addressed, and will be able to sign up for RSS feeds and the adhesives.org newsletter in order to keep up to date on news and information that matters to them.”

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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 120 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.

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