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Pre-schedule your personal consultation with Kraton professionals (October 3 & 4) via bill.gunduz@kraton.com.

Welcome to the Adhesive and Sealant Council's ASC e-Catalyst

ASC e-Catalyst delivers the latest ASC news, industry information and end-user trends—right to your Inbox. Look for it on the 1st Tuesday of each month.

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ASC News

Now It's Easy to Share Industry News and Connect with ASC

You'll notice a few new icons in this month's ASC e-Catalyst. We've added "sharing" links so that you can pass along industry news to your social networks. Below each feature article, there's a link for LinkedIn, Twitter and Del.icio.us—three of the most popular news sharing sites. To share any article, simply click the icon to get started. And, if you want to connect with the ASC more regularly, join our sites (*click icons in sidebar*). The ASC uses these sites as important communication tools to share real-time industry updates, create end user awareness of adhesive and sealant applications, and promote news from A&S companies around the globe.

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P&G; Owens Corning to Headline ASC Convention; Final Program Available

Sustainability continues to be an important issue for our industry's customers. That's why the **ASC fall convention** is featuring two keynote speakers who will discuss how sustainability plays a role at their companies, why sustainability matters and how A&S companies can respond.

In the convention's opening session on October 4, Nat Brooks, Global Program Manager for Competitive Intelligence at **The Procter & Gamble Company** (P&G) will share how P&G approaches business strategy in an increasingly competitive marketplace and how firms might implement strategies that address sustainability. Doug Walden, Corporate Sustainability Program Manager at **Owens Corning** will close the convention on October 5 with his presentation on the role buildings play in the energy footprint and the lessons that Owens Corning has learned while engaging the sustainable marketplace. In between, Dr. Anthony Watanabe of **Innovolve Group** will examine how to use sustainability as a tool to meet organizational challenges, and a fourth keynote speaker, Peter Young of **Young & Partners**, will discuss where the chemical industry is headed from a financial perspective, including the status of merger and acquisition activity.

In addition to the customer-centric keynote sessions, there are a multitude of market-oriented presentations that will address industry trends and growth strategies, critical regulatory issues, sustainability and advancements in adhesive and sealant technologies. **Review all of the sessions in the final program**, available online now. **register to attend this event** to better understand key drivers in today's marketplace.

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September 2010

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Polyurethanes
Short Course
October 3-4
Learn how to make polyurethanes work for you.
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European Adhesives & Sealants Conference 2010

September 16 - 17
Scandic Marina Congress Center
Helsinki, Finland



Don't Miss Friday's Deadlines

The ASC wanted to remind you that the **deadline for reserving hotel rooms for the fall convention** is Friday, September 10. Ensure your space at the host hotel at the lowest price available. Also, **registration for the ASC Fall Golf Outing** closes Friday. The golf event is your chance to network with colleagues in a fun, relaxed environment. If you are attending the ASC fall convention and haven't registered, September 17 is your **last chance to save on registration fees** before they increase by 20%.

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Back to School: Time for Technical Education

Students aren't the only ones going back to school this fall. With the ASC's help, busy professionals are staying abreast of the latest technology and industry developments. Through our mix of online and face-to-face training options, participants can choose the learning format that best fits their schedules and budgets. Register now to ensure your seat in these great classes.

September 8 Webinar: **Formulating Biodegradability into Adhesives**

September 15 Webinar: **Moisture Resistance of Structural and Non-structural Adhesives**

September 21 Webinar: **Coating & Converting for PSA Formulators**

October 3-4 Short Course: **Polyurethanes**

And don't forget, if you've missed any of the ASC webinars, **you can view them on demand**. Each session includes a copy of the presentation slides and a link to the audio, including the question and answer period.

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SOCMA Golf Outing Supports Students

What if you had the opportunity to do something you love, meet new colleagues and help students pursue their dreams? You do...if you participate in **SOCMA's 7th Annual Member/Guest Golf Tournament** on September 28. Tournament proceeds help raise money for the American Chemical Society Scholars Program, which provides scholarships for qualified minority applicants who want to enter the fields of chemistry, biochemistry or chemical engineering, as well as students seeking degrees in chemical technology. Details can be found at www.socma.com/golf.

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Industry News

ADCO Global Opens New Plant in China

Glass on Web (09/01/10)

ADCO Global's Kömmerling subsidiary has opened its new production plant in Nanjing, China. The plant will manufacture sealants and adhesives for the insulating glass, solar photovoltaic, structural glazing and transportation sectors of Asia. "This new plant is a response to the growing demands from our customers in the rapidly expanding Asian market," said Dick Spalton, managing director of Kömmerling. "Demand for our products and expertise in the Far East is continuing to grow. With the opening of this plant, we will be able to provide our customers with a far more efficient and economic supply chain, which will reduce both freight costs and delivery times."

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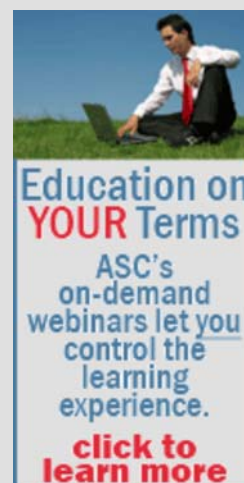
Adhesives Company HB Fuller Expanding in Kentucky

Associated Press (08/09/10)

H.B. Fuller Co. is planning to add a new line of equipment to its specialty adhesive producing facility in Paducah, Ky. A statement from Gov. Steve Beshear says the expansion amounts to an \$825,000 investment. The company was approved for tax benefits up to \$220,000 through the Kentucky Business Investment program over 10 years.



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Upcoming Events

Omnexus4Adhesives Webinar

date: 09/08/2010
time: 10:00 a.m. (EDT)
topic: Formulating
Biodegradability into
Adhesives

ASC Webinar

date: 09/15/2010
time: 10:00 a.m. (EDT)
topic: Moisture Resistance of
Structural and Non-structural
Adhesives

Sonoco to Embed RFID Tags in Cores

Official Board Markets (07/31/10) Vol. 86, No. 31, P. 1

Sonoco Products will incorporate passive radio frequency identification (RFID) tags into its fiber-based cores at its manufacturing facility in Lauda, Germany. Through RFID, clients would be able to enhance inventory management and know the whereabouts of their goods in real time, which would help companies shrink lost shipments, reduce waste, and slash costs, according to Sonoco's Jeff Stacy. Embedding the tags within the cores was a challenge, as Stacy says the cores are constructed of multiple layers of adhesive-coated paper and "are in the range of 30 inches in diameter" when they come off the assembly line. He notes that the embedded tags, unlike tags affixed to pallets or positioned outside the cores, would be secure and not susceptible to damage as they move through the supply chain. Stacy says Sonoco promises clients "100 percent defect-free" tagged cores, and he points out that the manufacturer ensures that the tags are fully operational by testing each core while still in production.

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Kraton Initiates Project Assessment for New Plant in Asia

ThomasNet (08/24/10)

Kraton Performance Polymers has launched a project assessment to identify options for building a new, hydrogenated styrenic block copolymer (HSBC) plant in Asia. The site-selection team is expected to make a recommendation by December 2010. Construction of the plant would likely begin in the first half of 2012, with start-up occurring as early as the second half of 2013. "Kraton has built a strong presence in Asia, and such an investment would represent the next step to grow our position in the region--committing the necessary resources, technology and capital," said Kevin M. Fogarty, president and CEO. "The growth in application and technology development, using Kraton's styrenic block copolymers in Asia, continues to accelerate. This new plant should help facilitate this additional growth, demonstrating further our commitment to the region." Kraton recently relocated its Shanghai, China, office to a new facility, double the size of the previous location, to better accommodate on-going increase in staff capability, which has more than doubled in China since 2006.

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Turning 30, an Office Product Works at Home

New York Times (07/27/10) Newman, Andrew Adam

As part of the 30th anniversary of Post-it Notes, the brand is working to emphasize nonoffice uses for its products, including a billboard in Grand Central Terminal consisting of more than 100,000 Post-it Notes. "The product has found its way into homes through the office channel," says William Smith, vice president for the office supply division at 3M, the parent company behind Post-it Notes. The company declined to disclose its annual revenue from Post-it, but its consumer products and office division, featuring brands like Post-it, Scotch Magic Tape, and Scotch-Brite scouring sponges, posted revenue of \$3.57 billion in 2009, according to public financial filings. Post-it spent \$2.8 million on advertising in 2009, less than a third of its 2008 level of \$8.6 million. In 1967, 3M scientist Spencer Silver invented a glue with a slightly granular surface that prevents complete adhesion, but the company could not find a use of the weak adhesive. In the early 1970s, the company released the Post-it Bulletin Board, which was coated in the glue so workers could attach papers, but the board also attracted dust. Then Art Fry, another 3M scientist, became tired of the slips of paper he used as bookmarks falling out, so he attached some of the adhesives, which evolved into the Post-it. Now, more than 1,000 Post-it products are sold in 150 countries. The products have evolved into labels with full adhesive backs, recycled pads with a plant-based adhesive, and notes specially designed to withstand gravity and stay attached to surfaces like computers and doors.

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Eastman Announces Another Longview Plant Expansion

Longview News-Journal (TX) (08/03/10) Elswick, Mike

Eastman Chemical has announced plans to expand production capacity at plants in Longview, Texas, and in the Netherlands. In Texas, the company is planning to increase capacity more than 10 percent for its Eastotac hydrogenated aliphatic hydrocarbon resins. Eastman spokeswoman Tracy Broadwater says the expansion announcement is in addition to reactivating cracking plants at the

Omnexus4Adhesives Webinar

date: 09/21/2010
time: 10:00 a.m. (EDT)
topic: Coating & Converting for PSA Formulators

Polyurethanes Short Course

dates: 10/03/2010 - 10/04/2010
location: Covington, KY

ASC Fall Convention & EXPO

dates: 10/03/2010 - 10/05/2010
location: Covington, KY

The Adhesive and Sealant Council, Inc. (ASC) is a North American trade association dedicated to representing the adhesives and sealants industry. Incorporated in 1958, ASC is bound by the collective efforts of its members, and strives to improve the industry operating environment and strengthen its member companies. ASC members represent more than 75% of the U.S. industry. The Council is comprised of 110 adhesive and sealant manufacturers, raw material and equipment suppliers, distributors and industry consultants.

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Longview site, which was announced in June. The company did not disclose the size of the anticipated capital investment involved in the latest expansion. Eastman's Brad Lich, vice president and general manager of Eastman's coatings, adhesives, specialty polymers and inks business, says the expansion reflects growing demands for the company's products. "Around the world, demand continues to grow for Eastman's hydrogenated hydrocarbon resins," says Lich. "These investments are a demonstration of our commitment to growing with our customers and to meeting demand in developing regions in advance of further capacity investments." Mark Bogle, vice president and general manager for the Texas Operations site, announced in June that the Texas plant was approved for a major investment to bring processes previously scheduled for closure back into operation, including a reversal of plans to shut three of four cracking plants on the 6,000 acre Longview facility.

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SSI Secures Production Capability With Addition of Pasadena, Texas, Plant

Schumann/Steier, Inc. (07/30/10)

Schumann/Steier, Inc. (SSI) has completed the acquisition of Chusei Oil Company's Pasadena, Texas, polyethylene wax and custom processing facility, Chusei (USA), Inc. The facility has been renamed SSI Chusei, Inc. "Despite the downturn in the economy, we are investing in the future and dedicating resources to maximize the benefits of the relationship with Chusei Oil of Japan," said Arthur Steier, president of SSI. "Our company has vision. We are looking ahead and have faith not only in our business, but also in the industry as a whole." Dan Corredor, general manager and CFO of SSI Chusei, believes the acquisition is "a strategic and logical fit that allows Chusei to gain a strong marketing arm and gives Chusei access to additional financial resources. ... I look forward to being a part of a new entity that will combine solid growth, quality production and customer satisfaction."

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End-User Perspectives

Crucial Milestone in Quest for Lifelong Joint Replacement Devices

Newswise (08/09/10)

Joint replacement devices that last a lifetime are closer to reality thanks to recent breakthroughs involving specialized nanodiamonds. Researchers at the University of Alabama at Birmingham, armed with funding from the National Institutes of Health, have worked to refine a process to adhere a self-designed coating consisting of nanodiamonds to cobalt chromium, the metal most commonly used in joint replacement devices. The nanodiamond coating is tough, yet smooth. Once adhered to the metals of a joint implant device, it is intended to last for the life of the device while reducing friction and saving wear and tear on the joint replacement's moving parts.

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High-Tech 'Band-Aids' Call Doctors

NPR Online (07/30/10) Whitney, Eric

The so-called smart Band-Aid, a new generation of wireless medical sensors mounted on adhesive strips, can call a doctor and transmit any kind of physiological information when it detects a problem. This kind of technology could help save money and a lot of lives, but it is so new that federal regulators are struggling to determine exactly what kind of rules are necessary to keep the public safe. The technology builds on more than a decade of refining the practice of "remote monitoring," or when health care providers give patients easy-to-use home diagnostic equipment that connects to a network. For example, a smart blood pressure cuff can automatically inflate and take a patient's blood pressure, and then automatically send that information to the patient's physician, helping the physician monitor the patient and adjust medication as needed. Remote monitoring is positioned to become far more common thanks to a new generation of tiny sensors that can be worn by patients using an adhesive strip about the size of a large Band-Aid. These sensors could measure electrocardiogram, or heart rhythm, respiratory rate, and temperature of patients. Silicon Valley start-up company, Proteus Biomedical, is developing minuscule microchips that could be embedded in pills, and signal one of the smart Band-Aids when it passes by the sensor, alerting a physician or caregiver that the patient remembered to take his or her pill. This type of technology does

concern some people, which is why the Federal Communications Commission and the Food and Drug Administration are working together on new rules for the wireless medical industry.

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