

CATALYST

AN INFORMATION RESOURCE FOR AND ABOUT THE ADHESIVE AND SEALANT INDUSTRY

The Adhesive and Sealant Council, Inc.

Fall 2007

Sneak Peak: ASC Makes 2008 Unforgettable

2008 is guaranteed to be an unforgettable year for ASC and its members. Most notably, 2008 marks our 50th anniversary and we have a lot in the works to celebrate this momentous occasion. ASC is putting together a commemorative album that explores the last 50 years of innovations in the adhesive and sealant industry and changes in ASC itself. We're also planning a birthday party to mark this very special event!

This anniversary celebration takes place at the World Adhesive Conference and Expo (WAC) in Miami, FL, and is yet another reason to register today for an international event like no other. WAC offers unforgettable networking events and a strong educational program, spanning a broad range of business and technical topics, including global regulatory issues, the latest advances in end-use applications, PSAs and reactives, current developments in hot melts and a special track on renewable "green" technologies. To learn more, visit www.ascouncil.org/industry/WAC.

Later in the year, ASC's 2008 Fall Convention takes place in Baltimore, MD. The Baltimore Marriott Waterfront

Hotel, located directly on Baltimore's famous Inner Harbor, serves as the backdrop for a special conference experience that promises to deliver novel networking events that connect suppliers with manufacturers.

2008 promises to be an exciting year for everyone involved in ASC. Take a moment to refer to the Calendar of Events on the back page of *Catalyst* or visit us at www.ascouncil.org to see what's planned for 2008.

Insights from Our President

In our continuing efforts to more efficiently communicate news, ASC members are invited to log-on to a new Web page entitled "Message From the President." This page features frequent updates on ASC activities from President Lawrence Sloan.

The latest postings include highlights from the Board of Directors fall meeting and a report on the recent FEICA Conference in Brussels.

Members must be logged into the site to access the page, located at www.ascouncil.org/members/fromthepresident.

Check back frequently, as the page is updated regularly with information that every ASC member needs to know!

Baltimore's Inner Harbor, Maryland



Miami Beach, Florida



David Dillard Recognized at 2007 Fall Convention



Dr. David Dillard, Virginia Tech Professor, was honored as the ASC Education Foundation's Endowed Professor of Engineering Science and Mechanics during the ASC 2007 Fall Convention in Kansas City, MO. A frequent contributor and instructor at numerous short

courses and convention sessions, Dillard is renowned for his knowledge and expertise in both the academic world and the adhesive and sealant community. In the role of Endowed Professor, Dillard will continue to support ASC's efforts to provide world-class education to the industry, serve as a liaison between Virginia Tech and ASC, and promote adhesive and sealant careers to up-and-coming young chemists.

David Jackson Named an ASC Honorary Member



David Jackson was presented as an ASC Honorary Member to convention attendees during the Tuesday Morning ASC Annual Membership Breakfast at the 2007 Fall Convention. After receiving his plaque, Jackson made a moving and inspirational speech that resulted in a standing ovation. Jackson's more than 14 years of industry contributions helped shape the industry for the better, and ASC is proud to distinguish him with this well-deserved honor.

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Catalyst (ISSN 1083-3919) is a publication of The Adhesive and Sealant Council, Inc., a nonprofit trade association of adhesive and sealant manufacturers and industry suppliers.

Readers are welcome to copy articles for internal distribution only, provided that the source is noted. Comments, suggestions, and contributions are encouraged.

Spotlight on the ASC Board

ASC welcomes the following new board members:

Dan Galovic is Global Commercial Director at Avery Dennison Performance Polymers. He held a variety of technical and business positions since 1998. Dan brings more than nine years of international commercial experience in the decorating technology industry, including in-depth knowledge of PSAs. As Commercial Director, he launched a global product with 300% compounded annual growth rate during its introductory phase. He earned a Six Sigma Green Belt and is a certified Growth Horizon Facilitator.

Gary Reed is Vice President of Sales and Marketing at Arizona Chemical Company. He had 16 years of operations experience with Union Camp, prior to its merger with Arizona Chemical. After working as manufacturing manager for Arizona's UK facilities, he managed the re-organization of Arizona's Niort, France manufacturing site and led a global asset rationalization.

ASC Board of Directors

Chairman: **David J. Burger**, 3M NorthStar Chemicals, Inc.

Treasurer: **James J. Owens**, National Starch and Chemical Company

Past Chair: **Alan R. Longstreet**, H.B. Fuller

Ex-Officio: **Lawrence D. Sloan**, The Adhesive and Sealant Council, Inc.

Directors

Marcello C. Boldrini, Ashland Performance Materials

Christine A. Bryant, Bayer MaterialScience LLC

Philip I. Byers, Eastman Chemical Company

John T. Channon, Rohm and Haas Company

Julian O. Colquitt, Henkel Corporation

Gary M. Delzell, Bostik, Inc.

Daniel Galovic, Avery Dennison Performance Polymers

Scott E. Johnson, Air Products Polymers, L.P.

Mary Ann Kozel, Sashco Sealants

Robert A. Lefelar, Clifton Adhesive, Inc.

Stefan W. Leumann, Collano AG

Richard W. Maxwell, Forbo Adhesives, LLC

Shree Nabar, DAP, Inc.

Lawrence T. Owen, Franklin International

Kay N. Peters, Evans Adhesive Corporation, Ltd.

Gary R. Reed, Arizona Chemical Company

John L. Reynolds, The Reynolds Company

Theodore O. Stolz, ITW Performance Polymers

WAC Update: Committee Evaluates Abstracts

Members of the WAC Program Committee recently met in Columbus, OH to review and evaluate the abstracts submitted to ASC for inclusion in the official WAC program. ASC received approximately 70 abstracts from all corners of the globe. The Committee noted that all of the abstracts were interesting, thought-provoking and addressed current issues affecting the adhesive and sealant industry.

WAC session topics include the following:

- Adhesion Science
- Business
- Dispensing and Processing
- End-Use Markets and Applications
- Formulation
- Hot Melts
- Pressure Sensitive Adhesives
- Reactive Adhesives and Sealants
- Regulatory Issues (including REACH)
- Renewables
- Testing and Modeling

ASC would like to thank the following Abstract Review Committee members for their hard work, time and effort:

Dave Dunn, FLD Enterprises
Dave Gagnon, 3M
Sue Love, *ASI* magazine
Dave Nick, DPNA International
Mark Stypczynski, Macco Adhesives
Amanda Thomas, Franklin International

ASC Welcomes New Members

We are pleased to welcome the following new member companies to ASC:

Manufacturers

Emerald Performance Materials was formed on May 1, 2006 as an affiliate of Sun Capital Partners. Prior to this, the business had been a part of BF Goodrich Specialty Chemical, Freedom Chemical (Lubrizol). Emerald manufactures plasticizers for wood glue and caulks, reactive polymers for a variety of structural adhesives, wet laminating adhesives to join certain substrates, and antifoam/defoamers for adhesive and sealant manufacturing. Well-known brands include FOAM BLAST®, Hycar® RLP & Nitriles, Freerez® resins and Kalama™. The ASC Member Representative is Julie Vaughn, Marketing Director.

Tate & Lyle Ingredients Americas, Inc., a UK based company, is a leading world manufacturer of renewable food and industrial ingredients. These ingredients are produced primarily from corn (maize), wheat and sugar cane. They are then transformed through technology into value added ingredients for industrial customers. Specialty starches are used to bond the different layers of paper in the manufacture of corrugated board. These starches are used in adhesives, building product applications and in the textile industry to increase weaving efficiencies. With 60 production facilities in 24 countries throughout Europe, the Americas and Southeast Asia, Tate & Lyle employs approximately 7,000 people. The ASC Member Representative is Steven J. Reid, Product Manager.

Suppliers

EPS/CCA is a supplier of polymer emulsions — acrylic latex emulsions, solution acrylics, PUD's, and polyesters — for a value added approach for adhesives and sealants used in a variety of applications and substrates. The ASC Member Representative is John B. Ali, Director, Business Development, Adhesives and Sealants.

WAC Expo Space is Going Fast!

With more than half the floor already sold, the WAC Expo is promising to be an amazing global event! Companies from around the world are planning to attend, so now is the time to reserve your booth space. Don't miss out! Visit ASC online at www.ascouncil.org/industry/wac or contact Malinda Armstrong at (301) 986-9700 ext. 106 for details.

Peter R. Strasser Named an ASC Honorary Member



The ASC Board of Directors unanimously approved the appointment of Peter R. Strasser as the ASC's newest Honorary Member. For the past 35 years,

Strasser has been a positive influence on ASC and the adhesive and sealant community.

While chairing and serving on the ASC Membership Committee, he was instrumental in recruiting more than 20 ASC members. He worked on several regulatory issues, including successfully negotiating with the Environmental Protection Agency (EPA) to keep contact cements, under certain SIC codes, from being banned. He also worked with the EPA in phasing out 1,1,1-trichloroethane solvents and the tax issues surrounding them.

Strasser was CEO of what was formerly known as Columbia Cement, where he worked in various positions for 24 years. In 1997, he left Columbia to start his own consulting practice, Andrew Scott Associates LLC, but he has remained a vital and active member of the industry.

Known for being forward thinking, Strasser encouraged ASC to move from Chicago to the DC area in the early '80s. This move allowed ASC to better serve members by being geographically closer to the various federal agencies which affect our industry. He was also influential in the hiring of Mr. Jules Rapp, former ASC Executive Vice President, in 1977. Strasser's prediction that Rapp would elevate ASC from a "good old boys" club to the professional and influential organization it is today clearly came true.

He exemplifies the spirit of a true visionary, who has an eye for continual improvement and a desire to keep up with the times.

Industry Education

ASC Hits the Heartland of America

The ASC 2007 Fall Convention and Expo, which took place in Kansas City, MO from October 7 – 10, was another outstanding industry event. With nearly 300 attendees, the convention offered some 40 dynamic breakout sessions, in addition to general session talks on the economy, best practices in presentation skills and our annual state-of-the-industry report based on *ASC's 2007 Industry Sales Report*. Treated to some of the best barbeque in the nation, attendees had the opportunity to mix and mingle with their colleagues and peers at several networking events.

Education sessions included topics ranging from the latest in academic research to the challenges of integrating GEN-Y professionals in today's workplace. All sessions provided attendees a solid grasp on the adhesive and sealant industry and business in America as a whole. The Expo Hall was packed with suppliers and manufacturers discussing the latest products and innovations. Convention attendees also got to experience the making of an American classic — a Harley-Davidson motorcycle — during the ASC factory tour, which followed the meeting.

Here are a few photo highlights of a convention that won't soon be forgotten.

Thank You!

Thank you to all of the 2007 Fall Convention Sponsors whose generous support made the convention such a success:

Arizona Chemical Company
ASI magazine
Carastar Industrial & Consumer Products Group
The Dow Chemical Company
Dynasol, LLC
Eastman Chemical Company
Forbo Bonding Systems
Hercules Incorporated
Honeywell International
Kraton Polymers U.S., LLC
Momentive Performance Materials
Petro-Canada
Sonoco Products Company
Wacker Silicones

Convention attendees
sign-in at the
Registration Desk



Members discuss the "State of ASC" at the
Annual Membership Breakfast



Business
dealings take
place in the
Expo Hall

Industry Education

On their way to educational sessions, attendees cut across the hotel lobby



Waiting in line for some good old barbeque

Visit the eLibrary

More than 150 ASC members have registered and taken advantage of the ASC Knovel eLibrary. This valuable resource provides member access to searchable reference books that are vital to chemists and business professionals alike. The eLibrary contains nearly 30 useful and easy to use titles such as:

- Handbook of Organic Solvent Properties
- Rheology Modifiers Handbook – Practical Use and Application
- Engineering Problem Solving – A Classical Perspective
- Epoxy Resins, Curing Agents, Compounds and Modifiers
- Construction and Structural Adhesives and Sealants – An Industrial Guide
- Surface Preparation Techniques for Adhesive Bonding

Log onto www.ascouncil.org/members/eLibrary today to access the eLibrary.



Taking some notes in the Polyurethanes Short Course

Grow the Industry

Over the course of the past year, the ASC Board of Directors made significant progress in approving a series of groundbreaking new programs which directly support the “Grow the Industry” strategic initiative. The following is an update on some of the programs in the works:

ASC’s New End-User Web Site (www.adhesives.org)

At its October 8 meeting in Kansas City, the ASC Board unanimously approved the development of a new Web site called www.adhesives.org, aimed at educating designers, engineers and architects (influencers) about the benefits of adhesives and sealants over mechanical fasteners and seals. This is an exciting initiative that positions ASC as a provider of online tools and resources to the design-engineering community — a first for ASC.

The creation of www.adhesives.org is based on extensive primary research, including focus groups of influencers in the automotive, construction and general assembly industries conducted under the *Building the Industry Program* in 2003. The site will feature an integrated Adhesive/Sealant Technology Family Selector Tool with links to ASC member companies, a “student section” targeted towards college engineering students and many other valuable tools. The board approved \$200k in upfront development costs for the site, which is expected to launch in July 2008.

Global Design Firm Research

In January 2007, the ASC Board commissioned The CHEMARK Consulting Group to research the adhesive needs of professional design consultants and design schools. Through primary interviews, CHEMARK set out to learn more about where such organizations obtain knowledge about adhesives, and determine how our industry could better position itself to expand awareness and knowledge about adhesives and sealants. In their final report, CHEMARK noted this market has little/no knowledge about our industry, and limited familiarity with leading adhesive companies and ASC. Adhesive technology is an important part of the design industry and has recognized value, but knowledge of adhesive technology is obtained in a haphazard and unorganized fashion. Less than 23 percent of the 16 design consultants or four academic institutions surveyed recognized ASC’s largest members and not one knew of ASC.

In addition to supporting the need for an online educational web portal (www.adhesives.org), CHEMARK also recommended sponsoring an annual “adhesive” design contest and supporting “design studios” at various institutions with prominent schools of design. The board will review these findings further at its upcoming winter meeting and determine a course of action.

To view the report, visit www.ascouncil.org/news/reports. You must be logged-in.

Adhesive CAD Symbol

ASC approached ASTM with the idea to develop a new international standard symbol and received assurance of support from the ASTM D14 Adhesives Committee. ASC developed a draft adhesive CAD symbol for engineers and designers to represent an adhesive in engineering drawings. Creating a new standard will enhance usage and boost credibility within the design-engineering community. ASC and ASTM will work towards finalizing the standard and the Committee is expected to vote on the design by fall 2008.

Non-Destructive Evaluation Research (NDE) at Virginia Tech

The goal of this \$200k research project is to develop an advanced inspection technique that is capable of assessing a number of degradation features which affect overall bond quality. The technology under evaluation is a high resolution ultrasonic system developed by Luna Innovations, which has been successfully deployed in detecting fractures and other defects in composite plastics. Virginia Tech is currently testing a 3M epoxy adhesive on aluminum substrate. The project runs through next summer.

For more information on any of these “Grow the Industry” projects, contact Lawrence Sloan at 301-986-9700 ext. 111 or larry.sloan@ascouncil.org.

Congratulations Award Winners!

ASC is pleased to announce the award recipients for the 2008 Outstanding Young Technologist and Adhesion Scientists Awards, which are presented in partnership with the Adhesion Society.

Professor Al Crosby of the University of Massachusetts earned the 2008 Outstanding Young Adhesion Scientist Award for bringing new insight into the understanding of adhesion to spatially and chemically non-uniform surfaces.

Doctor Kar Tean Tan of NIST earned the 2008 Outstanding Young Adhesion Technologist Award for his significant contribution to the understanding of moisture in the failure of adhesives, sealants and coatings.

Crosby and Tan will receive the awards during the next Adhesion Society Meeting in Austin, TX in February of 2008. They will be presented with a handsome plaque to commemorate their accomplishment and a \$1,000 cash prize, provided by ASC. Both winners are also invited to present a paper on their findings at the meeting.



Official Co-Organizers



WAC & EXPO 2008

Once every four years, professionals from the international adhesive and sealant industry gather for The World Adhesive Conference and Expo. In 2008, the Adhesive and Sealant Council, Inc. (ASC) will have the honor of hosting this prestigious event at the InterContinental Miami from April 20 – 23.

As a 2008 World Adhesive Conference attendee, you receive:

- A worldwide perspective on current issues affecting our industry
- Cutting-edge and thought-provoking educational sessions with presenters representing every corner of the globe
- An exceptional opportunity for networking with peers from around the world, including a tropical poolside Welcome Reception and the ASC's 50th Anniversary Celebration
- An international Expo with nearly 100 exhibitors spotlighting the latest products and innovations in the industry

EXPO

To arrange for an exhibit booth at the Expo, contact Malinda Armstrong at (301) 986-9700 ext. 106 or e-mail malinda.armstrong@ascouncil.org.

SPONSORSHIPS

Be a leader in the world international adhesive and sealant market. Put your company front and center by becoming a sponsor. Contact Bob Willis at (301) 986-9700 ext. 104, bob.willis@ascouncil.org or visit www.ascouncil.org for details. Don't delay, sponsorships are going fast.

Join us from April 20 – 23, 2008 for an exceptional event in an international mecca of culture, cuisine, beaches and beautiful weather.

Information on registration, the hotel, sponsorships and the Expo can all be found online at www.ascouncil.org/industry/wac.





THE ADHESIVE AND SEALANT COUNCIL, INC.

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Calendar of Events

April 2008

World Adhesive Conference and Expo

April 20 – 23, 2008
Miami InterContinental
Miami, FL

October 2008

ASC 2008 Fall Convention and Expo

October 12 – 15, 2008
Baltimore Marriott Waterfront
Baltimore, MD

Hot Melts Short Course

at the ASC 2008 Fall Convention
October 12 – 15, 2008
Baltimore Marriott Waterfront
Baltimore, MD

Be Seen in the International Marketplace

Make sure your company gets the recognition it deserves in the international marketplace by becoming a WAC sponsor. ASC is proud to offer creative and fun sponsorships for every marketing budget.

WAC only happens every four years, so plan on making a splash in Miami! To learn more about WAC sponsorships, visit www.ascouncil.org/industry/wac or contact Bob Willis at (301) 986-9700 ext. 104.