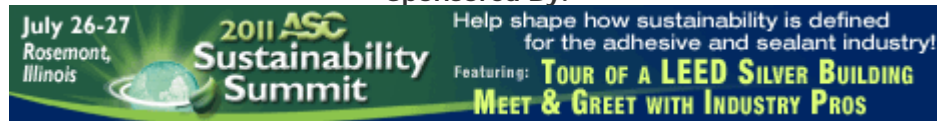


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Welcome to the Adhesive and Sealant Council's ASC e-Catalyst

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

There's Still Time to Join ASC in Tampa

If you haven't registered for the **ASC 2011 Spring Convention & EXPO**, ASC has good news. There's still time to join hundreds of your colleagues in Tampa. With terrific industry keynote speakers—including Coca-Cola, NAHB and Frito-Lay—outstanding educational sessions, a sold out EXPO and the **Hot Melts Technical Short Course**, this is an event you won't want to miss. Complete convention details, including the Final Program, can be found on ASC's website.

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Register Now for Adhesives 101

Registration is now open for the **Adhesives 101 webinar series**. Once again, The ChemQuest Group and ASC are offering this webinar series to help nontechnical individuals build a good foundation of adhesive knowledge. Based on the **North American Adhesive Bonding Professional Training Course**, this three-part webinar will be held on May 11, 18 and 25. It is perfect for new adhesive professionals, including sales and marketing personnel, to attend. Build a solid foundation of adhesive knowledge, **register for the Adhesives 101 course today**.

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Help Define Green at ASC's Sustainability Summit

Across the market segments in which adhesives and sealants are used, "green" is defined in a variety of ways. To encourage a collaborative effort in defining green for the industry, ASC is partnering with ASTM to host a Sustainability Summit on July 26-27 in Chicago. This event will bring together adhesive and sealant stakeholders, standards and specifications professionals and individuals from consumer goods companies to provide the industry with a "voice" on green terminology, chemistry and sustainability positioning in the adhesive and sealant segment. YOU are an integral part of that conversation! Learn more about the **Sustainability Summit**.

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Supplement Your Convention Experience with Upcoming Online Education

In addition to the great educational opportunities at the ASC spring convention, ASC and its educational partner, **Omnexus4Adhesives**, are also offering several upcoming webinars. Click on the links below to learn more about these topics and to register.

April 28: Adhesives for Solar Panels: Existing & Future Opportunities

May 4: U.S. Patent Claims: How to Efficiently Read Them?

April 2011

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Upcoming Events

Omnexus4Adhesives
Webinar
date: 04/28/2011
time: 10:00 a.m. (ET)

May 5: Advanced Formulation of Epoxy-Based Structural Adhesives (Part 1)

May 11: Adhesives 101 – Session 1 - Adhesive Markets & Science of Adhesion and Adhesive Bonding

May 18: Adhesives 101 – Session 2 - Non-structural/Non-reactive Adhesive Technologies & Structural/Reactive Adhesive Technologies

May 19: Advanced Formulation of Epoxy-Based Structural Adhesives (Part 2)

May 25: Adhesives 101 – Session 3 – Surface Treatments & Bond Joint Design

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Industry News

Avery Dennison Unveils New Business Unit Names as Part of Branding Initiative

Packaging Digest (03/28/11)

Avery Dennison has renamed its business units to reflect a focus on market-driven solutions that help make brands more inspiring and the world more intelligent. The company's largest business unit, Roll Materials, has been rebranded Label and Packaging Materials to reflect the fact that its innovations in self-adhesive technology extend beyond labeling to packaging applications and solutions. Retail Information Services, meanwhile, is now Retail Branding and Information Solutions to reflect its comprehensive suites of products and services for retailers and apparel brands, while Office Products becomes Office and Consumer Products to reflect the relevance of its organization and identification solutions to the home as well as the office. Graphics and Reflective Products becomes Graphics and Reflective Solutions, and Specialty Tape Division becomes Performance Tapes. The company's Specialty Converting Division is now Designed and Engineered Solutions. Medical Products, the RFID Division, and Automotive are now Medical Solutions, RFID, and Automotive Solutions, respectively. The name changes took effect March 18.

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3M Increases Global Manufacturing Capacity for Optically Clear Adhesives

Business Wire (03/21/11)

3M has increased its global manufacturing capacity of optically clear adhesives (OCAs) at multiple locations throughout Asia, including South Korea, Taiwan, China and Singapore. The increased capacity supports the growth of consumer electronics devices such as smart phones, tablets, touch displays and e-readers. "3M recognizes the ongoing market trend of explosive growth and exceptional demand for consumer electronics devices," said Tony DeRose, business unit manager at 3M. "Investing in our manufacturing capacity enables us to stay ahead of demand and continue to serve our customers most effectively."

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Sika Expands Its Concrete Admixtures Business in Northern China

4-Traders (03/18/2011)

Sika AG's Chinese subsidiary Sika (China) Ltd. has agreed to acquire a majority stake in Hebei Jiuqiang Construction Material, a supplier of powder concrete admixtures located in Northern China. The acquisition will allow Sika to offer a complete portfolio of concrete admixtures in the whole of China. Sika (China) Ltd. is based in Suzhou, Jiangsu province.

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Ashland and Flint Group Sign Coatings and Adhesives Distribution Agreement

TheStreet.com (03/09/11)

Coatings and adhesives from Ashland Performance Materials, a commercial unit of Ashland Inc, is now available from Flint Group, a Luxembourg-based company dedicated to serving the global printing and packaging industry. Ashland and

topic: Adhesives for Solar Panels: Existing & Future Opportunities

Omnexus4Adhesives

Webinar

date: 05/04/2011

time: 10:00 a.m. (ET)

topic: U.S. Patent Claims: How to Efficiently Read Them?

Omnexus4Adhesives

Webinar

date: 05/05/2011

time: 10:00 a.m. (ET)

topic: Advanced Formulation of Epoxy-Based Structural Adhesives (Part 1)

ASC Webinar

date: 05/11/11

time: 11:00 a.m. (ET)

topic: Adhesives 101-Session 1

ASC Webinar

date: 05/18/11

time: 11:00 a.m. (ET)

topic: Adhesives 101 – Session 2

Omnexus4Adhesives

Webinar

date: 05/19/2011

time: 10:00 a.m. (ET)

topic: Advanced Formulation of Epoxy-Based Structural Adhesives (Part 2)

ASC Webinar

date: 05/25/11

time: 11:00 a.m. (ET)

topic: Adhesives 101 – Session 3

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 114 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.

For More Information

Contact:

[The Adhesive and Sealant Council](#)

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Flint Group have begun a distribution and co-branding effort that calls for Flint Group to begin marketing Ashland products under a co-branded label that will carry the Flint Group trademark or trade name. "Flint Group is a world-class organization that brings a strong market presence to Ashland's coatings and adhesive products," said Kelly Williams, market development manager for Ashland's Laminating Adhesives and Coatings "Flint Group's capabilities reach all of our key markets, and they bring top-notch commercial and technical staff with demonstrated abilities to grow business."

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Bayer MaterialScience Inaugurates Polyisocyanates Facility in the State of Gujarat, India

plastemart.com (03/01/11)

Bayer MaterialScience has unveiled a new facility in Gujarat, India, that makes polyisocyanates, which serve as raw materials for polyurethane coatings and adhesives. Bayer MaterialScience invested approximately 20 million euros to expand its business in India. The new facility will produce Desmodur N grades based on aliphatic hexamethylene diisocyanate (HDI). These raw materials are used for automotive, industrial, and plastics coatings. Desmodur L grades will also be manufactured from aromatic toluylene diisocyanate (TDI) that are used to make adhesives in flexible packaging and wood and furniture coatings. The initial capacity of the site is expected to total 15,000 tons annually, and would be increased in coming years based on estimated growth for polyurethane coatings and adhesives. The plant has a staff of 35 and is in compliance with leading quality, safety, and production process standards. The city of Ankleshwar was selected for the site because it is a major chemical manufacturing hub in India. "This unit is the first of its kind in India and also a further indication of the confidence that Bayer MaterialScience places in this country and its economic future," said Tony Van Osselaer, a member of the executive committee of Bayer MaterialScience.

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Harry Coover, Super Glue Inventor, Dies at 94

Washington Post (03/28/11) Shapiro, T. Rees

Harry Coover, inventor of what is known today as Super Glue and Instant Crazy Glue, has died at 94. The invention occurred by accident, as Coover was happy to admit. In 1942, as a chemist with Eastman Kodak, he was tasked with developing a plastic rifle sight for use in World War II. One of the compounds he tested, cyanoacrylate, was incredibly durable but had one drawback. "The damn problem was everything was sticking to everything else," he told the Pittsburgh Post-Gazette in 2005. "We had a hard time using it in molds." In 1951, Coover was testing a heat-resistant polymer for use in aircraft windshields when he remembered his encounter with cyanoacrylate. When a colleague permanently bonded the lenses of an expensive optical instrument with a droplet of the liquid, Coover found that the compound solidified after coming into contact with trace amounts of moisture, creating an extremely strong polymer layer between two surfaces. "It suddenly struck me that what we had was not a casting material but a super glue," he later said. The product was introduced to the public in 1958 on an episode of the game show "I've Got a Secret." Coover was able to hoist the host of the show in the air as he dangled from a set of glued pipes. The glue has been used since in a variety of applications, including to glue leg fractures in animals, reduce scarring in humans,, and recover fingerprints at crime scenes. In the 1950s, it was used in the manufacturing of atomic weapons. But of all its uses, Coover was most proud of its application in the Vietnam War. Many combat medics carried a spray version of his glue as a coagulant that could be applied to bloody wounds. Coover retired from Eastman Kodak as vice president in 1984. In 2010, he received the National Medal of Technology and Innovation from President Obama.

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End-User Perspectives

Soon, Cements That Self-Repair Cracks, Store Latent Heat Energy

Sify (India) (03/08/11)

Spanish researcher Idurre Kaltzakorta presented a paper at the University of the Basque Country on creating cement that can self-repair cracks and store latent heat energy. The process embedding silica microcapsules with organic material and adding them to the cement. Those filled with epoxy resins would create the

self-repair capabilities, and those filled with phase change materials would store latent heat energy. The microcapsules would be synthesized by combining sol-gel chemistry with emulsion technology, which encapsulates the organic material under mild pressure and temperature conditions.

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UCSF Collaborates With Zcube to Develop New Ways to Deliver Drugs

UCSF News (02/28/11) Bole, Kristen

Zcube, the corporate venture arm of Zambon Co., will license microtechnology developed by the University of California, San Francisco (UCSF). The technology features pills filled with microscopic, medicine-infused adhesive squares. Under the initial two-year agreement, Zcube will support research in the UCSF Desai Laboratory on delivering drugs directly to the colon and small intestine. The microdevice is similar to an adhesive bandage with reservoirs for medication. Hundreds of these structures would be placed inside a pill that would break down and release the micropads, which would then stick to the gastrointestinal tract and deliver medications. The structures would eventually dissolve. These microdevices will target such diseases as colitis and irritable bowel syndrome. The exclusive, global license agreement will offer milestone payments and royalties for a UCSF-patented microdevice developed by the Desai Laboratory. "This partnership is unusual because it goes beyond licensing a technology, to fund early-stage innovation in drug delivery systems," said Tejal Desai, a professor of Bioengineering and Therapeutic Sciences in the UCSF School of Pharmacy.

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