



THE **ADHESIVE AND SEALANT COUNCIL, INC.**
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Additives & Formulating 101 Webinar Series Announced

Bethesda, MD (January 11, 2011)—The Adhesive and Sealant Council, Inc. (ASC) is offering a new webinar series in February and March to help educate industry professionals and end users about the many facets of additives.

The [Additives & Formulating 101 webinar series](#), which will be held February 16, 23 and March 9, will feature additives and formulation instructors, who are technical experts from leading adhesive and sealant companies. Instructors include Mark Anderson, **Stat-Ease, Inc.**; Bill Arendt, **Emerald Kalama Chemical**; Robert Baker, **JM Huber**; Kurt Davidson, **BASF**; Dave Horwat, **Wacker Polymer**; Misty Huang, **Momentive Performance**; Ken Kumaki, **Kuraray America Inc.**; Dawn Mason, **Eastman Chemical Company**; Bill McNamee, **Croda Inc.**; and Michael Orzech, **Sasol Wax**. These presenters will not only provide technical knowledge, but also tips and best practices for making additives a successful part of any formulation process.

“Additives are a vital part of the creation of adhesives and sealants. A strong knowledge of how to use them can help companies serve customers better and ultimately increase revenues,” said Mark Collatz, Director of Government Relations and coordinator of ASC’s formulation webinars. “This exciting new webinar series offers a more complete review of additives for adhesive and sealant professionals.”

The [Additives & Formulating 101 webinar series](#) is based on ASC’s two-day, technical short course, with one exciting enhancement. In addition to a thorough review the raw materials that go into today’s additives, the last session will explore the basics of formulating and how to design an effective, efficient experiment protocol. It is a vital, final step to testing the feasibility of an adhesive or sealant that contains an additive. It is this session that makes the webinar series unique. It takes the traditional short course one step further by adding a practical application which completes the formulation process.

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The three-part webinar series is ideal for chemists, formulators, research and development associates, engineers, technicians and sales and marketing professionals working in the adhesive and sealant industry. In addition, members of the design-engineering community who want to further their understanding of what additives are, how they enhance products they may work with and what affect additives may have on design or functionality will benefit. Registrants enjoy a significant discount to attend all three sessions. Complete details and registration can be found on [ASC's website](#).

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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 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.

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