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ADHESIVES.ORG WEB ADVISORY BOARD FORMED

*Leaders Provide Content Direction and Industry Perspectives for
Industry Leading Portal Produced by the Adhesive and Sealant Council*

January 4, 2012 – The Adhesive and Sealant Council welcomes six industry leaders to its newly reformulated adhesives.org Web Advisory Board (WAB). The WAB provides content direction and industry perspectives in order to ensure that the site delivers value to the end user community.

The adhesives.org WAB includes:

- Dr. Chris White, Research Chemist – National Institute of Standards and Technology
- Ernie Ballester, Manager, Field Marketing, Americas – Honeywell
- Stephanie Laurio, Web Development – RS Industrial, Inc.
- Traci Jensen, Vice President, Americas Adhesives – HB Fuller
- Elise Fang, Segment Market Manager – Celanese
- Kim Kocer, Global Marketing Manager – 3M

“We truly appreciate these industry leaders volunteering their time and experience to guide our content and deliver fresh perspectives to adhesives.org,” reports Matthew E.

Croson, President of the Adhesive and Sealant Council (ASC). “Adhesives.org is an incredible tool designed to educate the end user community on the benefits of adhesives and sealants; these industry leaders will help continue that tradition by ensuring that the customer interface being developed remains focused and relevant.”

Adhesives.org first launched in 2008, and has quickly become a leading destination for industry professionals to find information about the use of adhesives and sealants. The site enjoys nearly 8,000 monthly visits. The site is currently being revamped to include a greater focus on engagement and to improve the educational resources offered. These efforts are a response to the organization’s desire to develop stronger bonds with the design community.

“We want to make sure that our visitors are repeat visitors, meaning they come to our site frequently to engage in conversations with other industry professionals and with experts. We would also like to make them aware of and register for training opportunities and to sign up for the Council’s newsletter,” adds Croson. “The newly revamped adhesives.org will include features designed to foster interaction, including blogs, videos, news updates, linked in conversations, and more. The site will be focused on user generated content, allowing for greater interaction and engagement from within the entire supply chain.”

You can reach our end user portal through either www.adhesives.org or www.sealants.org. The site will continue to offer educational materials and current news to the end user community during our construction of the new website. The new adhesives.org website will be completed and launched in March of 2012.

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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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