



FOR IMMEDIATE RELEASE

Media Contact:

Matt Croson

President

(301) 986-9700 ext. 111

Matt.Croson@ascouncil.org

INNOVATION & END USER REQUIREMENTS DRAW ADHESIVE AND SEALANT PROFESSIONALS TOGETHER

Adhesive and Sealant Council Fall Convention and EXPO Reaches Record Attendance Levels; New Board Members, Executive Committee Member Announced

Bethesda, MD -- October 25, 2011 – A record 480 adhesive and sealant supply chain professionals participated in the Adhesive and Sealant Council's (ASC) Fall Convention and EXPO, held October 18-20, 2011 at the J.W. Marriott Hotel in downtown Indianapolis, IN. ASC member companies, industry supply chain partners, and affiliated suppliers actively participated in the 46 business sessions that focused on emerging formulation trends, raw material strategies, end user requirements, and government regulations. The event featured the popular ASC EXPO where 55 companies shared industry innovations and connected with manufacturer attendees.

The PSA Short Course was also co-located at the convention where 55 engineers, chemists, sales and marketing staff from manufacturers, raw material, and equipment suppliers enhanced their knowledge about pressure sensitive adhesives.

“The industry is responding to the current business cycle by focusing on product innovation and relationship development in order to position itself for future growth,” notes Matthew E. Croson, President of ASC. “This third consecutive attendance record is a strong indicator of an industry that is focused, disciplined, and very importantly, optimistic about its future.”

This fall's convention featured 46 speakers from Walmart-Canada, John Deere, Kingspan Insulated Panels, General Motors, Chemical Market Associates, ICIS Chemical Business, Underwriters Laboratories, Environmental Protection Agency, National Institute of Standards

and Technology, Sealing, Waterproofing and Restoration Institute, Post Carbon Institute, University of Chicago, and other supply chain leaders.

“The industry gathers only twice a year, for a total of 5 days, and spends that time fully engaged while learning from thought leaders up and down the adhesive and sealant supply chain,” adds Croson. “On behalf of the ASC Board of Directors, the program committee and all of the Council’s sponsors and EXPO participants, thank you for making both of this year’s industry gathering events memorable and full of value.”

NEW LEADERS ANNOUNCED

Glenn Frommer, ASC Chairman and President of ADCO Products, reported the results of the summer membership vote for Board of Director Representation on Tuesday, October 18th during the membership report.

ASC Members unanimously voted to the Board included:

Mark Schneider, President, Albion Engineering
Steve Harms, Senior Vice President, Sika Corporation

Schneider and Harms will serve three year terms, beginning January 1, 2012.

In addition, several current board members renewed their terms, including:

Renewed Three Year Terms:

Philip I. Byers, Business Director, Eastman Chemical
Gary M. Delzell, Director, Supply Management, Bostik
Glenn E. Frommer, President, ADCO Products, Inc.
Andrew Johnston, Director, Business Development & Strategy, Ashland
C. Russell Thompson, Jr., President and CEO, Evans Adhesive
Charles R. Williams, Jr., Technical Director, Avery Dennison

Renewed Two Year Terms:

Richard W. Maxwell, Director of Marketing, Forbo Adhesives
Lawrence T. Owen, Senior Vice President, Franklin International
Mark A. Siebert, Vice President & General Manager, Kraton Polymers
Christopher O. Urheim, North American Marketing Director, Dow

Term renewals begin January 1, 2012.

EXECUTIVE COMMITTEE VOTE

Frommer also announced that the Board of Directors voted to add Mark Siebert, Vice President and General Manager of Kraton Polymers to its Executive Committee. He will serve a two-year, non-renewable term, beginning January 1st, as the supplier representative.

Finally, Frommer acknowledged and thanked Phil Byers, business director for Eastman Chemical for his service on the Executive Committee.

“The ASC members have a dedicated and active Board that is fully engaged in discussions about new and unique ways to add value to the industry we all support and want to make as strong as possible,” says Croson. “I know I speak for all of the Board when I say we look forward to working closely with Mark Schneider, Steve Harms, and Mark Siebert as we collaborate to chart a strong path forward.”

###

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 119 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.

###