



**FOR IMMEDIATE RELEASE**

**ASC and SpecialChem Collaborate on New Internet Platform for End-User  
Education and Training in Adhesives and Sealants**  
[www.omnexus4adhesives.com](http://www.omnexus4adhesives.com)

**BETHESDA, MD (October 3, 2006)** –The Adhesive and Sealant Council (ASC), a North American-based adhesive and sealant industry trade association, and SpecialChem, an online Innovation & Solution accelerator, have joined forces to create a new Internet platform dedicated to providing educational resources and training in adhesives and sealants for material and product engineers, designers, architects and others. This new site, located at [www.omnexus4adhesives.com](http://www.omnexus4adhesives.com), serves key influencers who may lack basic information about adhesives and sealants.

Omnexus4Adhesives.com features a variety of reference materials focusing on the basics of adhesive bonding, and provides updates on new adhesive/sealant solutions, articles organized by market and application focus, global regulations, case studies, an online Adhesive & Sealant Library, Glossary and much more.

Co-hosted on the same web platform, a series of e-Training Courses (“webinars”) complements the online resources. Taught by industry experts, these courses cover a broad range of topics which will initially focus on transportation, assembly and packaging applications. Scheduled monthly, webinars will discuss adhesion from the perspectives of the designer/engineer’s needs. Courses feature live instruction with an interactive question and answer session. Access a calendar of upcoming e-Training Courses at [www.omnexus4adhesives.com/etrainings-agenda/](http://www.omnexus4adhesives.com/etrainings-agenda/).

“Our intent is to expand awareness of the critically important role adhesives and sealants play in the design-engineering community. The industry recognizes today’s engineer lacks basic knowledge about adhesives. Through online reference materials and training courses we want to raise the comfort level of designers and engineers and encourage them to consider adhesives and sealants as the preferred bonding solution over mechanical fasteners on their next project”, states Lawrence Sloan, ASC President.

“With the experience of running [www.specialchem4adhesives](http://www.specialchem4adhesives.com) – an Internet platform dedicated to adhesives formulations – SpecialChem clearly identified that Adhesive & Sealant users were lacking critical information to optimize bonding and fastening in their applications. Technologies, selection process and criteria, application rules... are among the most commonly stated informational needs expressed by various end-use industries”

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said François Bauduin, V.P. Adhesives & Sealants. “In conjunction with ASC, SpecialChem is proud to launch this Internet Platform. Over time, [www.omnexus4adhesives.com](http://www.omnexus4adhesives.com) will become the “go to” reference in adhesive bonding technologies by expanding partnerships in the industry and delivering more valuable information online.”

Visit [www.omnexus4adhesives.com](http://www.omnexus4adhesives.com)

### **About ASC**

The Adhesive and Sealant Council (ASC) is a North American trade association dedicated to representing the adhesive and sealant industry. Incorporated in 1958, ASC is bound by the collective efforts of its members, and strives to improve the industry-operating environment and strengthen its member companies. Today, ASC member companies account for more than 75% of the aggregate industry revenues, exceeding some \$6 billion annually. The Council is comprised of 120 adhesive and sealant manufacturers, raw material and equipment suppliers, and industry consultants.

For more information about ASC, visit [www.ascouncil.org](http://www.ascouncil.org)

### **About SpecialChem**

SpecialChem is an online Innovation & Solutions Accelerator focusing on Specialty Chemicals and Engineering Plastics. Through a series of online services, it helps the specialty chemical industry develop new and innovative products much faster with innovative raw materials. It is active in various markets including Polymer Additives and Colors, Adhesives and Sealants, Paints, Coatings and Inks, and Cosmetics. SpecialChem expanded its coverage of the Adhesives and Sealants industry in August 2006 with the launch of its new platform Omnexus4Adhesives, dedicated to serving the needs of end-users of formulated adhesives. SpecialChem was founded in 2000 and is based in Paris, France.

For an overview of SpecialChem key initiatives, visit [www.specialchem.com](http://www.specialchem.com)

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