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ADHESIVES 101 WEBINAR SERIES ANNOUNCED Program Designed for Non-Technical Professionals, Will Illustrate Benefits Vs. Alternative Bonding Choices

Bethesda, MD (March 21, 2011)—The Adhesive and Sealant Council, Inc. (ASC) is offering a three-part webinar series in May 2011 to help educate industry professionals and end users about the benefits that adhesives can deliver over alternative bonding choices. The sessions, launched in 2010, and back by popular demand, will also explain the variety of market segments leveraging adhesives and share new approaches to the technology being used by industry.

The Adhesives 101 webinar series will be held May 11, May 18 and May 25, and consist of 2-hour sessions with each webinar featuring a different focus. Attendees can participate in the full, three-part series, or sign up for individual sessions. Each session will run from 11:00 a.m. to 1:00 p.m. eastern daylight time.

“This is the second year that we are offering the Adhesives 101 webinar series as we strive to deliver a solid educational experience for end users looking for information on how to best leverage innovative adhesive products in the marketplace,” reports Matt Croson, President of ASC. “The program has been enhanced to add a stronger focus on market applications and illustrate the benefits of adhesives versus other bonding choices.”

ASC’s Adhesives 101 webinar series will be produced in collaboration with The ChemQuest Group, a member of the council and a provider of market intelligence and research for the adhesives and sealants sector. The session presenters will be Rick Jones and Dick Hartshorn, two industry professionals with more than 30 years of experience supporting all facets of the adhesive and sealant supply chain.

“The ChemQuest team delivered a solid program in 2010, and we look forward to partnering with them to deliver an excellent series again in 2011,” adds Croson. “Any company looking to fundamentally understand how adhesives can deliver value should participate in this program. It is a low-cost, high return product, provided in a simple to participate manner in a short time frame. A win-win for the industry.”

The Adhesives 101 Webinar Series Schedule and Pricing Follows:

Wednesday, May 11

Adhesive Markets

- How big is the adhesive and sealant market?
- Where are adhesives and sealants used?
- What are the key factors that impact the adhesives and sealant industry?

Science of Adhesion and Adhesive Bonding

- What is adhesion?
- What are chemical bonds vs. physical interactions vs. micro-mechanical attachment?
- What is substrate surface tension and how does it affect adhesion?

Wednesday, May 18

Non-structural / Non-reactive Adhesive Technologies

- What are hot-melt, contact, PSA and dispersion adhesives?
- How do they work?
- Where are they typically used?

Structural / Reactive Adhesive Technologies

- What are epoxy, urethane, silicone and acrylic adhesives?
- How do they cure?
- Where are they typically used?

Wednesday, May 25

Surface Treatments

- What are the requirements for creating an optimum bonded joint?
- How do you select a suitable surface treatment for metals? For plastics?
- How do primers and adhesion promoters work?

Bond Joint Design

- What is the definition of bond strength?
- What types of mechanical stresses will be applied?
- What basic design principles should be considered?

Individual sessions will cost \$199 for ASC members; \$249 for non-members.
A 3-pack will cost \$499 for ASC members; \$749 for non-members.

Resource materials will be made available to participants including, PowerPoint presentations to use as reference materials and marketing support, as well as source material for follow up, post event.

Complete details and registration can be found at www.ascouncil.org, under the “Industry Events” tab, and within the “Webinar” section.

Professionals can also go directly to the webinar landing page at:
<http://www.ascouncil.org/industry/Webinars/>

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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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