



THE ADHESIVE AND SEALANT COUNCIL, INC.

## FOR IMMEDIATE RELEASE

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### ASC Additives Course Benefits Technical and Business Professionals

Bethesda, MD (September 18, 2007) – The Additives Short Course presented by the Adhesive and Sealant Council, Inc. (ASC) offers a unique opportunity for business and technical professionals to come together for education that benefits everyone from scientists to sales persons. Additives are a vital part of the creation of adhesives and sealants and can be a critical element in the promotion of them. Taking place with a view of the Cincinnati skyline at the Cincinnati Marriott at RiverCenter on November 6 and 7, 2007, the ASC Additives Short Course is a highly anticipated industry educational event.

“A strong understanding of additives is a two-fold win for industry professionals,” says Mark Collatz, Director, Government Relations, for ASC. “Additives make better products and products with additives are easier to market. We have some of the top companies and top industry players presenting information on additives that can really improve a bottom line. Everyone in the industry can benefit from this course.”

A complete listing of topics and presenters can be found on the ASC homepage at [www.ascouncil.org/industry/courses/additives07.cfm](http://www.ascouncil.org/industry/courses/additives07.cfm). With appeal to the entire industry, this course is widely popular and interested parties are encouraged to register as soon as possible.

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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 members account for more than 75% of the aggregate industry revenues, exceeding some \$6 billion annually. ASC is comprised of 125 adhesives and sealants manufacturers, raw material and equipment suppliers, and industry consultants. For more information about ASC, visit [www.ascouncil.org](http://www.ascouncil.org).

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