



Adhesive Technologies, Inc.

ADTECH ALERT

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Strategic Update by Jeff DeGrecie/President and GM

We hope you find our quarterly newsletter informative and entertaining. Since this is the first edition in quite some time, we thought it would be a good idea to provide you with some insight into the company and our vision for the near term.

Adhesive Technologies Inc, founded in 1981, is a mid size specialty Adhesives and Materials supplier, based in Hampton, New Hampshire. Simply put, "Our goal is to make the use of adhesives easy and simple for the customer" states CEO Peter Melendy.

The business is split into two divisions serving the Consumer and Industrial

market segments. You will find our consumer Adtech brand at your local Wal-Mart, Michaels, or Home Depot stores.

Our Industrial range of technologies has been expanded to include shaped and bulk hot melt adhesive systems, structural adhesives, high performance coatings, and equipment delivery systems. Last month we launched a new line of Bulk Specialty Hot Melts consisting of 45 new products including EVA's, Metallo-cene, APAO, PSA, TPR, and Polyamides.

We are very excited about the new opportunities, and positive mar-

ket response we have received from this commercial launch. During the upcoming quarter, we will be commercializing an expanded line of Structural Adhesives and Performance Coatings, which compliment our current offerings in target segments.

We are clearly committed to the industry and will continue to invest in our mutual businesses.

Give us a call today and let us show you how quickly we can solve your application problems with an Adtech Advantage.

We appreciate your business and look forward to growing with you!



Welcome Aboard by Mark Comer/Nat'l Industrial Sales Mgr.

Adhesive Technologies is pleased to announce the hiring of Jeff Gunderson as our Western Region Account Manager effective April 1, 2010. Jeff will be responsible for overall sales growth through our

distributor network, independent sales representatives, and direct sales in the Western US. Jeff has 30 years of experience in the hot melt industry having spent 20 years with HB Fuller and 10 years in

distribution. Jeff brings experience and a proven track record of success in hot melt distribution which will be invaluable in meeting our corporate goals and objectives. Welcome to the team Jeff.

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Product Spotlight >>> Adtech 297 and Adtech 299

We would like to promote a couple of our unique and very effective hot melt adhesives in this section.

Adtech 297 is one of our spray-able hot melt adhesives. A tremendous product that offers a very high output to cover large surfaces, up to 48 square feet. It also has an extremely long tack time (up to 10 minutes) which gives the user plenty of time to position their materials properly. It provides good bond strength and can be used on foams, fabrics, wood,

metals and most packaging materials. A very versatile adhesive!

Adtech 299 is a delayed tack polypropylene based clear adhesive which is extremely effective at bonding polyethylene, a feat that many other hot melts on the market can't handle. It not only bonds polyethylene, it's great for PVC, polypropylene, polyester and many other plastics and porous materials...making it a great choice for plastic packaging and product assembly applications.

The GREEN ZONE ...With more and more emphasis on our customers trying to be more green these days, here are a few facts that can help them achieve that goal. All Adtech hot melt adhesives are 100% solids and contain no chemical solvents. Also, nearly all of our hot melts are non-toxic and meet FDA CFR 175.105 requirements for intermittent food contact. Great adhesives that are safe and easy to use...just another Adtech advantage...a GREEN one at that!

What's a KMP? >>> How 'bout a Key Market Program

Our **Key Market Programs** are based on successful applications of one or more of our products within a particular industry. We then take that success and produce an Adtech Advantage Bulletin and also put together a corresponding lead list for follow-up for each KMP. We have recently launched the first set of KMP's and the initial feed-back has been great.



The first three focus on Jar Candle makers, Breweries/Packaging and Mattress manufacturers and we have

several more in the works. Our KMP's are another fine example of our commitment to the industry and investment in our business.

So light up a candle, crack a cold one and then take a nap...but first go out and close a few KMP accounts!

Good luck and please let us know if we can provide further assistance.

Quick Hits >>> FYI and Other Stuff

- **It's on!...**Don't forget about our current Sales Incentive Program...your new or increased sales could earn you cash or prizes! Contact us for entry forms.
- **Freebies!...**Shaped Sample Starter Kits are now available. They include an applicator, pack-

aging adhesive sticks and plenty of tech data. A great way to introduce our products to a new customer.

- **How do you like me now?...** Watch for our updated website coming soon! Our web activity is on the rise and we want to

streamline the experience with an improved and updated format.

- **Show me!...** We exhibited at the West-Pack (Anaheim, CA) trade show in February and got a great response to our new Specialty Hot Melts. Next show is East-Pack this June in NYC.