

NEWS

Contact: IMRE, 410-821-8220
Amy Bowman, amyb@imre.com
Sandra Van Vloten, sandrav@imre.com

DAP® STIK ADHESIVES FEATURE INNOVATIVE TECHNOLOGY & NEW PACKAGING

Offering Gluing Solutions for Every Project

BALTIMORE, Md. (Aug. 16, 2010) – DAP Products Inc. is enhancing its line of Stik Adhesives with innovative technology and new packaging. DAP® Stik Adhesives are a line of innovative gluing solutions developed to overcome the common issues associated with gluing projects such as mess, odor, clean up and long set times and are designed to appeal a wide range of consumers, from the professional to the do-it-yourselfer.

DAP® ContactStik™ Adhesive Repair Strips are the newest addition to the line, providing an alternative to liquid contact cements and glues; making them ideal for small laminate repairs and household projects. DAP® BlueStik™ Reusable Adhesive Putty now comes in an innovative resealable bag for easy storage and reuse, making DAP the first to market a resealable bag for this type of product. All products, including DAP® StrongStik® Instant Grab Adhesive, have undergone a packaging refresh to include bright, eye-catching DayGlo® inks that are proven to grab and hold consumer attention.

DAP® ContactStik™ Adhesive Repair Strips are clear, double-sided, pressure sensitive adhesive strips that provide heavy duty holding power for *Gluing Made Cleaner™*. They are the easy-to-use, no-mess alternative to liquid contact cements, glues and tapes. Ideal for small repairs to laminate countertops, tables and surfaces, just peel and press the strips to almost any surface for a strong instant bond that eliminates the long set up, dry times, odor and mess associated with liquid glues. Available in 1”x 2” and 1” x 3” strips that can be cut to fit any application, DAP® ContactStik™ are non-toxic, acid free, and conform to ASTM D4236. Packaged in a clear blister card that allows the product to be visible to the consumer, DAP® ContactStik™ offers merchandising versatility in that it either can be peg-hooked or sit directly on the shelf in the stand up ship case. DAP® ContactStik™ is ideal for a wide variety of indoor and outdoor applications, even underwater, such as repairing laminate, wallpaper and ceramic; holding down area rugs; shoe repair; and hobby and craft projects and adheres to a variety of surfaces including veneers, metals, wood, tile, leather, fabric, foam and rubber.

DAP® BlueStik™ Removable Adhesive Putty is the ideal replacement for tape, tacks, staples and magnets in the home, school and office. No more chipped, peeled paint. No more holes in walls. Now adding to its convenience and ease of use, BlueStik™ has been repackaged into a resealable plastic bag that allows for easy storage and reuse time and time again, while also keeping the product clean for optimal adhesion. The bold, eye-catching packaging design includes a clear window that allows the contents of the package



You'll
find us
in all
the
right
places.®

to show through; an important feature to many consumers. DAP® BlueStik™ sticks just about anything to slick or hard surfaces such as wood, tile, glass, concrete, porcelain, Formica®, metal and painted surfaces. Use it to hang posters, drawings, photos, decorations and notes. It is non-toxic and conforms to ASTM D4236. DAP® BlueStik™ really is *Gluing Made Easier™*.

DAP® StrongStik® Instant Grab Adhesive is *Gluing Made Powerful™*. It replaces nails and screws by holding projects in place instantly, yet is repositionable for up to 10 minutes. StrongStik® is so powerful, it can be used for vertical or overhead applications and just one ounce can hold a three pound object. It's like a second set of hands! Guaranteed to stand out from the pack, the slim, easy-to-hold 5.0 oz. squeeze tube now features attention-grabbing DayGlo® yellow and red packaging. Even the convenient stand-up, flip-top cap has been changed to a bright DayGlo® red color. DAP® StrongStik® works on most household surfaces like brick, concrete, tile, wood, plaster, vinyl, glass, aluminum and more and is great for indoor and outdoor projects such as adhering trim, molding, baseboards, or chair rails to walls, fixing broken tile or ceramic items, gluing broken picture frames, carpentry work, and gluing down corners of linoleum. DAP® StrongStik® meets ASTM Specification C557, is low in odor, cleans up with water and is VOC compliant.

To find a location where the DAP line of Stik Adhesives are available, please visit the “Where to Buy” section of the DAP website at www.dap.com.

About DAP Products Inc.

DAP markets reliable, long-lasting products for contractors and do-it-yourselfers. Headquartered in Baltimore, Md, DAP is a leading marketer of caulks, sealants, adhesives, insulating foam, spackling, glazing, and other general patch and repair products. For more information about our products visit our website at www.DAP.com. To learn about home weatherization, visit www.sealyourhome.info. DAP Products Inc. also sponsors the DAP Help Line, a seven-day-a-week consumer hotline, 1-888-DAP-TIPS (1-888-327-8477).

###