



Contact: Lisa Pollack
MSL Group for DAP
404.870.6868
lisa.pollack@mslgroup.com

FOR IMMEDIATE RELEASE

**DAP® StrongStik® Heavy Duty All-Purpose
Construction Adhesive Now Available in 10 fl. oz. Cartridge**

Larger Size Adhesive Is More Convenient and Cost Effective for Major Projects

BALTIMORE, MD. (Aug. 10, 2011) –DAP Products Inc. announces a new size offering for its DAP® StrongStik® Heavy Duty All-Purpose Construction Adhesive. Now available in a 10 fl. oz. cartridge, the new larger size is perfect for Professionals and Do-it-Yourselfers looking for an instant grab adhesive that can be used on larger scale interior and exterior projects.

The versatile, high-strength adhesive is specially formulated for general construction, remodeling, maintenance and repair projects that require extra bonding power such as bonding wood decking to joists, fencing and siding as well as installing molding and trim. Just one 10 fl. oz. cartridge covers approximately 31 linear feet and provides a more convenient and cost effective solution for large projects when compared to the 5.5 ounce squeeze tube.

“At DAP we understand the importance of developing products and specific packaging options that fit the needs of our consumers,” said Mike Gorman, Vice President of Marketing for DAP Products, Inc. “That’s why we are providing consumers the same StrongStik® Instant Grab Adhesive formula in a bigger size, making it easier and more affordable for Professionals and Do-it-Yourselfers to take on those larger jobs.”

DAP® StrongStik® Heavy Duty All-Purpose Construction Adhesive combines the outstanding bonding power expected of an instant grab adhesive with the ease-of-use latex technology. The high-tack formula holds materials in place instantly, working like a second set of hands to reduce bracing requirements and the need for additional nails and screws. Just one ounce of DAP® StrongStik® is strong enough to hold a three pound object.

Formulated to meet the demanding needs of Professional Contractors, DAP® StrongStik® is VOC compliant, meets ASTM C557 specifications and provides a heat, water and weather

resistant bond to common building materials like wood, masonry, plaster, ceramic, PVC, cork, glass, aluminum, metal and vinyl. Contractors can count on StrongStik's premium-grade performance, helping to avoid customer callbacks. DAP® StrongStik® is easy to use and apply. It guns out easily, has low odor, cleans up with water and can even be painted after it cures.

With its powerful bond and latex-easy use, DAP® StrongStik® is the to go-to construction adhesive for both Professionals and Do-It-Yourselfers for heavy-duty projects.

To find a location where DAP® StrongStik® Heavy Duty All-Purpose Construction Adhesive is available, please visit the "Where to Buy" section of the DAP website at www.dap.com.

About DAP Products Inc.

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

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