

RAW MATERIALS, CHEMICALS & ADDITIVES HANDBOOK (MH)

March 2009

Check out these value-added options to boost sales of raw materials, chemicals and additives! Get exposure in print and online for 12 months.

ASI 2008
RAW MATERIALS, CHEMICALS AND ADDITIVES HANDBOOK
 PRESERVATIVES — PRESSURE-SENSITIVE SUBSTRATES

ARCH CHEMICALS, INC., BIOCIDES
 1955 Lake Park Dr., Ste. 100
 Smyrna, GA 30080
 (800) 523-7391 Fax: (866) 705-0465
 Email: sales@archbiocides.com
 Website: www.archbiocides.com

LANKESS
 111 RIDC Park W. Dr.
 Pittsburgh, PA 15275
 (800) LANKESS
 Email: info@lankess.com
 Website: www.us.lankess.com

TROY CORPORATION
 8 Weeland Rd.
 Florham Park, NJ 07932
 (973) 443-4200 Fax: (973) 443-0843
 Email: marketing@troycorp.com
 Website: www.troycorp.com

D. B. BECKER CO., INC.
 46 Leigh St.
 Clinton, NJ 08809-1267
 (908) 730-6010 Fax: (908) 730-9118
 Email: dcb@dbbecker.com
 Website: www.dbbecker.com

BENZOIC ACID
 Benzoic acid occurs naturally in a variety of products but is also industrially synthesized. Benzoic acid is used in the manufacture of plasticizers, resin coatings and caprolactam. It is an antiseptic, antifungal and antipyretic agent, and can be used as an alkali-metric standard. See also Preservatives.

WEGO CHEMICAL & MINERAL CORP.
 239 Great Neck Rd.
 Great Neck, NY 11021
 (516) 487-3510 Fax: (516) 487-3794
 Email: sales@wegochem.com
 Website: www.wegochem.com

BIOCIDES
 A biocide is a chemical agent capable of killing organisms responsible for microbiological degradation.

SODIUM BENZOATE
 The sodium salt of benzoic acid, sodium benzoate fulfills an antibacterial and antifungal role. See also Preservatives.

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 Great Neck, NY 11021
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 Email: sales@wegochem.com
 Website: www.wegochem.com

SODIUM FLUORIDES
 Sodium fluoride is a white, crystalline, water-soluble powder used in a variety of industrial applications. See also Preservatives.

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 Great Neck, NY 11021
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 Email: sales@wegochem.com
 Website: www.wegochem.com

PRESSURE-SENSITIVE SUBSTRATES
 Adhesive products that provide permanent adhesion on a variety of dissimilar materials with the use of minimal pressure and without the need for solvents, water or heat for activation. Adhesives may be cast as free transfer films on paper release liners or on various film backings for laminating to paper, plastic, metal, glass, wood, low-energy surfaces and other substrates in industrial applications. Good cohesive strength allows clean removal of these high-tack materials without adhesive residue.

ACTON TECHNOLOGIES
 100 Thompson St.
 Pittston, PA 18640
 (570) 654-0612 Fax: (570) 654-2810
 Email: usa@actontech.com
 Website: www.actontech.com

LANCESS
 111 RIDC Park W. Dr.
 Pittsburgh, PA 15275
 (800) LANKESS
 Email: info@lankess.com
 Website: www.us.lankess.com

VERICHEM INC.
 3499 Grand Ave.
 Pittsburgh, PA 15225
 (412) 331-7299 Fax: (412) 331-7884
 Email: jmartin@verichem.com
 Website: www.verichem.com



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- 1. Display Advertising**
The best way to get the best exposure! Showcase your sales message with a display ad and receive:
 - ★ FREE display ad positioning near your product category*
 - ★ DISCOUNTED rates on all directory products

- 2. Premium and Deluxe Packages**
 - ★ Premier Exposure!
 - ★ Options to include online Materials Handbook banner and tile ads
 - ★ Combines locators, logos, links and more

- 3. Materials Supplier Locators**
Put your info at buyers' fingertips!
 - ★ Appear both in print and online editions.

- 4. Materials Supplier Logos - 4 COLOR**
Make your company stand out!
 - ★ Set yourself apart from the competition
 - ★ Reinforce your corporate identity with company colors

PLUS... Weblinks
Connect buyers to your website from all locators.

- ★ Activated for 12 months

* ASI will make every effort to honor your requests, but placement is not guaranteed.

New for the 2009 Edition Update Your Listings Online!

Now you can update your listings online anytime you need to at www.adhesivesmag.com/materialshandbook. Simply enter your password and make any necessary changes. Watch for the Update e-mail and postcard for your password information.

IDEAL TO:

- ★ promote a specific product or product line
- ★ increase awareness and call attention to new raw materials and applications
- ★ reinforce your company identity
- ★ highlight key products and create branding
- ★ support your sales efforts
- ★ drive additional traffic to your website

12 month online exposure!

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2.

TOP TIER EXPOSURE!

Premium Plus

Premium Package PLUS a banner ad

- * Banner appears on selected directory pages according to your 15 locator codes
- * Includes free hotlink from banner plus everything in the Premium package

Premium Package

Top Tier search positions (online)

- * 15 product locators (print & online)
- * 15 color logos (print & online)
- * Three spec sheets (online)
- * Links from e-mail and URL (online)

OUTSTANDING EXPOSURE!

Deluxe Plus

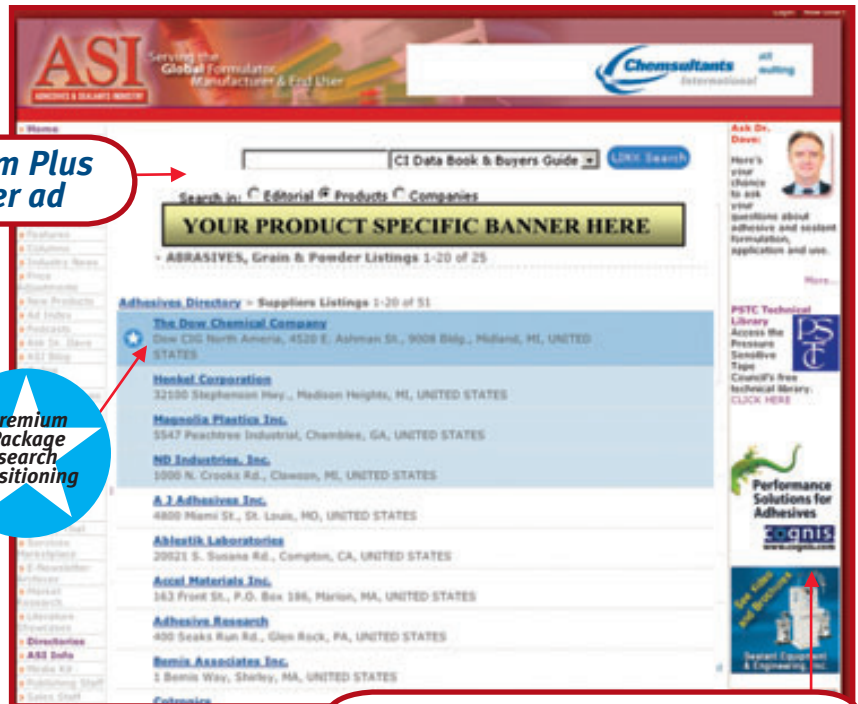
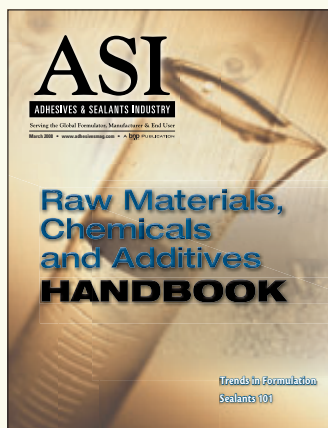
Deluxe package PLUS a tile ad

- * Tile appears throughout the directory (with the exception of search result pages)
- * Includes free hotlink from tile plus everything in the Deluxe package

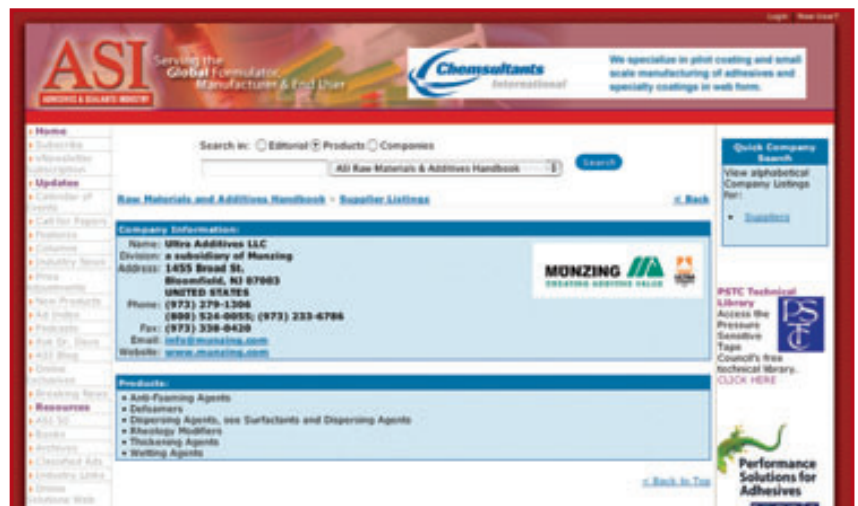
Deluxe Package

Emphasize best selling materials!

- * Five locators (print & online)
- * Five color logos (print & online)
- * Links from email and URL (online)



Put your Deluxe Plus tile ad here!



Company information appears online on company spec page.

CLOSING

Directory Products: January 24, 2009
Display Closing: January 31, 2009

Contact Peg Van Winkle • (614) 760-4222 • (248) 283-6530 (fax) • vanwinklep@bnpmedia.com