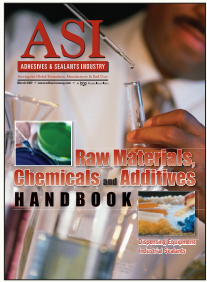


# Superior INTEGRATED MARKETING Solutions



## 2008 RAW MATERIALS, CHEMICALS AND ADDITIVES HANDBOOK

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

- 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
  - ★ SEE REVERSE SIDE FOR MORE DETAILS

- 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 2007  
RAW MATERIALS, CHEMICALS AND ADDITIVES HANDBOOK  
ADDITIVES — ADHESION PROMOTERS**

of the products. Additives include: catalysts (or initiators), stabilizers, colorants, fillers, plasticizers, rheology-control additives, tougheners, adhesion promoters and tackifiers.

**COGNIS CORP., POLYMERS, COATINGS & INKS**  
5051 Esteveek Dr.  
Cincinnati, OH 45232  
(513) 482-3000 Fax: (513) 482-5511  
Website: www.cognis.com

**SHAMROCK TECHNOLOGIES, INC.**  
Foot of Pacific St.  
Newark, NJ 07114  
(800) 349-1822 Fax: (973) 242-8074  
Email: marketing@shamrocktechnologies.com  
Website: www.shamrocktechnologies.com

**ADHESION PROMOTERS**  
Adhesion promoters are usually acid-modified or hydroxyl monomers. Their dual functionality helps formulators increase adhesion and lower viscosity. Depending on the application, polyester oligomers and specialty resins may also function as adhesion promoters.

Adhesion promoters crosslink on the surface, which may be glass, plastic or another substrate. The surface material plays a critical role in product selection because different materials require specific adhesion promoters in order to achieve optimal results. The adhesion promoter's reactive sites must be adaptable to reacting with the surface material. Dual-functionality monomers are often used as adhesion promoters for this reason because they help activate many surface materials and make them more responsive. Additionally, acid esters are often used because they provide a proton or neutron that can be linked on the surface.

Although adhesion promoters are used across a wide range of adhesives applications, they are most often found in laminating adhesives.

**BAYER MATERIALSCIENCE**  
100 Bayer Rd.  
Pittsburgh, PA 15205-9741  
(800) 662-2927  
Email: polymers.communications.bn@bayer.com  
Website: www.BayerMaterialScienceNAFTA.com

**CHARTWELL INTERNATIONAL, INC.**  
100 John Dietsch Blvd.  
Attleboro Falls, MA 02763  
(508) 695-1690 Fax: (508) 699-6693  
Email: lcohen@chartwellintl.com  
Website: www.chartwellintl.com

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

**AIR PRODUCTS AND CHEMICALS, INC.,  
CHEMICALS GROUP**  
7201 Hamilton Blvd.  
Allentown, PA 18195  
(800) 345-3148; (610) 481-6799  
Fax: (610) 481-4381  
Email: cheminfo@airproducts.com  
Website: www.airproducts.com

**CLARIANT**  
CLARIANT CORPORATION  
PIGMENTS AND ADDITIVES  
500 Washington St.  
Coventry, RI 02816  
(401) 823-2712 Fax: (401) 823-2575  
Email: liccon@clariant.com  
Website: pa.clariant.com

**DOW AUTOMOTIVE**  
1250 Harmon Rd.  
Auburn Hills, MI 48326  
(248) 391-6300 Fax: (248) 391-6417  
Email: dowautomotive@dow.com  
Website: www.dowautomotive.com

**Gelest**  
GELEST INC.  
11 E. Steel Rd.  
Morrisville, PA 19067  
(215) 547-1015 Fax: (215) 547-2484  
Email: info@gelest.com  
Website: www.gelest.com

**LANXESS**  
111 RDC Park W. Dr.  
Pittsburgh, PA 15275  
(800) LANXESS  
Email: info@lanxess.com  
Website: www.us.lanxess.com

**S-M SEALANTS**  
SCHNEE-MOREHEAD, INC.  
111 N. Nursery Rd.  
Irving, TX 75060  
(909) 930-2715 Fax: (909) 947-8941  
Email: vpsales@schneemorehead.com  
Website: www.trustsm.com

**HYDROGENATED RESINS**  
The process of adding hydrogen to an unsaturated resin so that it is completely hydrogenated or saturated. See also Adhesion Promoters.

**ACTON TECHNOLOGIES**  
PHONE: 800.654.0612  
WWW.ACTONTECH.COM

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Contact: Peg Van Winkle • 614-760-4222 • vanwinklep@bnpmedia.com  
Handbook Products Closing: January 25, 2008

For Display Advertising Rates and Bonuses, Contact Your Sales Rep.  
Display Ad Closing: February 1, 2008

**MYRA WARNE**  
740-588-0828  
740-588-0245 (fax)  
myrawarne@yahoo.com

**AMY VALLANCE**  
865-938-2636  
248-283-6543 (fax)  
vallancea@bnpmedia.com

**PATRICK CONNOLLY**  
Patco Media-London  
(+) 44-1702-477341  
(+) 44-1702-477559 (fax)  
patco44uk@aol.com

**PEG VAN WINKLE**  
614-760-4222  
248-283-6530 (fax)  
vanwinklep@bnpmedia.com

# SUPERIOR INTEGRATED MARKETING PACKAGES with MAXIMUM EXPOSURE in PRINT and ONLINE!

## 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 email 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)

## 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!**



Company information appears online on company spec page.

**Premium Plus banner ad**

**Premium Package search positioning**

**Put your Deluxe Plus tile ad here!**



Serving the Global Formulator, Manufacturer & End User

## Take advantage of ASI's Google-Based Search Engine

Now your banner and tile ads can appear specifically within the search pages of ASI's online Raw Materials, Chemicals and Additives Handbook with Deluxe Plus and Premium Plus Packages.