



CONNECT

TO DECISION MAKERS

- Chemists, CEOs, managers, owners, R&D, engineers, product/production management, purchasing agents

TO FORMULATORS AND END USERS

- Adhesive and sealant formulation
- Adhesive and sealant manufacturing
- Pressure-sensitive formulation
- Pressure-sensitive manufacturing
- Users of adhesive and sealant products for:
 - Electronic/electrical
 - Transportation
 - General assembly
 - Plastics, rubber, elastomers
 - Metals
 - Food, medical, pharmaceutical
 - Packaging, converting
 - Lumber, wood, furniture
 - Textiles, nonwovens
 - Tapes, labels, PSAs
 - Construction

TO INFLUENCERS

A recent market research study reports that *ASI* readers who are purchasers of formulating equipment use *ASI* and the *ASI Buyers' Guide* to make their purchasing decisions.

81% of readers surveyed say that **advertisements** in *ASI* magazine provide information to help make decisions about purchasing brands of adhesives and sealants formulation equipment and/or components.*

87% of readers surveyed say that **articles** in *ASI* magazine provide information to help make decisions about purchasing brands of adhesives and sealants formulation equipment and/or components.*

74% of readers surveyed say they use the *ASI Buyers' Guide* (in print and/or online) to source adhesives and sealants formulating equipment.*

*May 2005 *ASI Capital Spending, Formulation Equipment, Study*

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CONNECT WITH THESE PRODUCTS!

ASI readers purchase the following:

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| <ul style="list-style-type: none"> • Additives and chemical specialties • Resins and base polymers • Pigments, dyes, dispersions, extenders • Solvents • Oils/fatty acids • Materials-handling equipment • Blenders/mixers/grinders/mills • Screeners/vibrators/separators • Dispersers • Environmental controls/wastewater treatment equipment • Bags/cans/containers/drums • Meter/mix and dispensing equipment and supplies • Ovens/curing equipment/dryers • UV lamps/equipment • Application equipment and supplies: <ul style="list-style-type: none"> • Roller coaters • Screen printers • Cartridges/guns | <ul style="list-style-type: none"> • Lab/test equipment to evaluate: <ul style="list-style-type: none"> • Abrasion • Adhesion • Flash point • Hardness • Peel strength • Softening point • Thickness • Thermal analysis • Viscosity • Wettability • Moisture • Finished adhesives and sealants: <ul style="list-style-type: none"> • Waterborne • Hot melts • Solventborne adhesives • Radiation curables • One-component adhesives • Two-component adhesives • Tapes/labels/PSAs • Sealants • Used equipment • Professional services |
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