



News Release

For Immediate Release

Franklin Guangzhou Launches Informative Web Site for Wood Products Manufacturers and Fiberglass Makers in China and the Pacific Rim

FranklinAdhesivesChina.com helps manufacturers find the ideal wood adhesive for assembling furniture, millwork and laminated goods or the right specialty adhesive for manufacturing fiberglass. The site also includes useful information on application techniques for best bonding results and a glossary to help manufacturers understand key concepts in adhesives application.

Franklin Guangzhou Adhesives Company, Ltd, a wholly owned foreign enterprise (WOFE) of U.S.-based Franklin International, has launched a new Web site, www.FranklinAdhesivesChina.com, to provide customers in China and the Pacific Rim practical information on selection and proper application of both its broad line of wood adhesives for assembly of furniture, millwork and laminated goods and its line of specialty polymers for use in the manufacture of fiberglass.

The new site provides comprehensive information on more than a dozen emulsion-based wood adhesives Franklin Guangzhou Adhesives Company offers under the renowned Titebond, Multibond and ReactITE names for the assembly of furniture, millwork and laminated goods. This breadth of product offers high-performance water-based adhesives for most applications on the plant floor, including assembly, solid edge and face gluing, finger jointing and lamination.

Fiberglass makers also will find information on the company's line of specialty polymers, including film formers and binders, for use in the production of fiberglass reinforced products (FRP). The company offers both Duracet polyvinyl acetate emulsions (PVA) and epoxy emulsions to meet a broad array of specific manufacturing requirements.

At the site, customers can easily search for the best wood adhesive for their specific applications using the site's interactive "Product Selector." A "What's New" Section also alerts visitors to cutting-edge products launched by Franklin Guangzhou to increase customers' product quality and cost efficiency.

Beyond offering detailed information on available products, www.FranklinAdhesivesChina.com provides several resources to help manufacturers achieve optimum bonding results. The site includes answers to frequently asked questions on products and applications as well as a series of easy-to-use calculators to help customers determine the correct pressure needed for various types of presses. A comprehensive glossary on common terms in the adhesives industry helps manufacturers understand key adhesive concepts at the click of a mouse.

The site also offers a distributor map, to help customers locate the distributor serving their respective areas, as well as corporate contact information.

Franklin Guangzhou Adhesives Company, Ltd., was established in 2008 with the opening of its new plant in the Guangzhou Economic and Technological Development District, near Hong Kong and Macao, in Southeast China. Parent company Franklin International celebrates 75 years in operation in 2010. The U.S.-based company is one of world's largest privately held manufacturers of adhesives, sealants and polymers for commercial and industrial applications.

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About Franklin International: *Based in Columbus, Ohio, U.S.A., Franklin International was established in 1935 and today is among the largest privately held manufacturers of adhesives, sealants and polymers for commercial and industrial applications. Franklin integrates its core competency - emulsion polymerization - into a broad product offering, including glues, adhesives, binders, films, sizing compounds and more. These products are distributed across six continents for use in construction, furniture manufacturing, millwork, filters, pressure-sensitive paper products and fiberglass reinforcement.*

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