



**FOR IMMEDIATE RELEASE**

**Contact:** *Mischel Schonberg at (513) 239-3393 or Lauren Davenport at (513) 271-3300*

## **New Gorilla Glue Bonds Stronger, Faster Improved Formula Makes the "Tough Stuff" Suitable for Quicker Projects, Repairs**

CINCINNATI (April 2007) -- The Gorilla Glue Company is introducing a new and improved Gorilla Glue formula that bonds stronger faster, and cuts clamp time in half, making it more suitable for quick projects and repairs.

Originally used as a commercial adhesive for hard-to-glue materials, today Gorilla Glue is the preferred brand among professionals, DIYers and consumers because of its industrial strength sticking power.

Like its predecessor, the new Gorilla Glue formula bonds materials that typical all-purpose adhesives won't hold, including wood, stone, metal, ceramics, glass, foam and more. Waterproof and temperature resistant, it can be used for projects and repairs indoors or out.

The new formula is as tough and versatile as ever and becomes stronger even sooner. Clamp time is decreased to just 1-to-2 hours, compared to the 3-to-4 hours previously required with the original formula. After 24 hours, the shear bond strength remains the same. Once something is "Gorilla Glued," it won't come undone — it is set to survive years after the repair.

"We are a brand that listens to the needs of our customers," says Jennifer Dowdall, vice president of marketing and innovation for The Gorilla Glue Company. "Over time we have gotten feedback that a shorter curing time would make our product even better. After a great deal of research, we found a way to make that improvement without compromising the other qualities that make Gorilla Glue a leading choice among users, such as open working time, end strength and shelf life.

The new and improved Gorilla Glue replaces the original formula. It is available at retailers nationwide in all of the current sizes: 2, 4, 8, 18 and 36 oz. bottles. To find a Gorilla Glue retailer in your area, visit [www.gorillaglu.com](http://www.gorillaglu.com).

# # #

### **About the Gorilla Glue Company**

Headquartered in Cincinnati, Ohio, The Gorilla Glue Company is a leading manufacturer of adhesive solutions for DIYers, woodworkers and professionals. The company revamped the retail adhesive landscape with its introduction in 1999 of the wildly popular Gorilla Glue, a unique, all-purpose adhesive with an amazing ability to bond almost any material including wood, ceramic, stone, metal and more, indoors or out.

On a mission to make tough products that deliver impressive results on even the most challenging building and repair projects, the company launched Gorilla Tape, further solidifying the brand's reputation as the "go-to" product line to get projects done right the first time, every time. Gorilla Tape is also a recipient of the *Popular Science Best of What's New Award in 2006* for product innovation.

Gorilla Glue Company products are available nationwide. For locations, visit [www.gorillaglu.com](http://www.gorillaglu.com) or call (800) 966-3458.