

News Release
For Immediate Release



Franklin Adhesives & Polymers to Unveil Three Revolutionary PSA Technologies at Labelexpo

Franklin Adhesives & Polymers is introducing a trio of groundbreaking PSA technologies at booth 1651 during Labelexpo Americas 2010: Micronax microspheres, Covinax APE-free permanent adhesives and Acrynax acrylic polymer hot melt adhesives.

Franklin Adhesives & Polymers, a division of Franklin International, has been busier than ever in the research and development lab this year – as evidenced by the number of noteworthy products it will showcase at its booth during Labelexpo Americas 2010.

The division is introducing a trio of major technologies at booth 1651 that provide solid solutions for a range of applications. The technologies include Micronax microsphere repositionable adhesives; Acrynax acrylic polymer hot melt PSAs, an environmentally friendly alternative to solvent-based adhesives; and APE-free Covinax PSAs for permanent adhesion.

Microsphere adhesives provide the highest degree of repositionability of any type of PSA on the market. The larger particles - or spheres - in microspheres create a discontinuous adhesive surface that limits physical contact with a substrate, rendering the adhesives ultra-removable and permanently repositionable.

The development of Micronax microsphere adhesives opens up new possibilities for adhesion in an array of industries. Manufacturers can use them for applications ranging from product decorations, wall graphics, temporary signage and repositionable notes to arts and crafts and advertising pieces. Micronax microspheres also have been approved for FDA indirect food contact and can be screen-printed.

Featured alongside the Micronax technology is the division's Acrynax line of acrylic polymer hot melt PSAs for permanent adhesion. The new Acrynax line provides an

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environmentally safe alternative to solvent-based products for diverse medical and industrial applications. It also is a cost-effective alternative to UV-curable pressure sensitive hot melts, adhesives.

The Acrynax adhesives exhibit good adhesion to a variety of materials, including polyester, glass, steel, aluminum, vinyl, fabric, non-wovens and paper. They are optically clear, skin-friendly and highly resistant to water, solvent, ultraviolet light and many plasticizers. Acrynax also can be used as a modifier of other adhesives, imparting the benefits of acrylic chemistry to these products.

Long a pioneer in the development of environmentally safe adhesives, Franklin Adhesives & Polymers now has developed technology to produce PSAs that are free of alkylphenol ethoxylates (APEs), a family of chemical compounds that can be damaging to aquatic environments. The division can draw on this technology to design an APE-free version of existing PSA products within the Covinax family.

For more information on the trio of technologies Franklin Adhesives & Polymers is launching at Labelexpo - or on any of the company's other PSAs - visit

www.franklinadhesivesandpolymers.com, e-mail marketing@franklininternational.com or

contact Franklin Adhesives & Polymers' Technical Service at 1.800.877.4583

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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, paper converting, pressure-sensitive paper products and fiberglass reinforcement. In 2008, Franklin International established Franklin Guangzhou Adhesives Company, Ltd., a wholly owned foreign enterprise (WOFE), and opened a new plant in the Guangzhou Economic and Technological Development District, near Hong Kong and Macao, in Southeast China*

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