

Franklin International Rebrands Industrial Division to Strengthen its Position for Continued Growth

Industrial Division becomes Franklin Adhesives & Polymers, a growing provider of adhesives for the U.S. and global wood-assembly markets; and pressure sensitive adhesives for office and food products.

Franklin International, a leading name in adhesives and sealants, is rebranding its Industrial Division as Franklin Adhesives & Polymers™ to provide a springboard for future growth of the division domestically and internationally. In addition to a new name, the rebranding includes a logo and color-coded system to differentiate products for the division's three primary markets.

The company introduces the repackaged Franklin Adhesives & Polymers with a striking new logo that has a progressive look but retains strong ties to the existing Franklin International logo through color and typeface. This serves to underscore adherence to the company's longstanding commitment to high product quality and superior customer service. The contemporary-style logo features a dominant letter "F," for Franklin, with a lower-case "i," representing International while providing a strong identity for the division.

As part of the rebranding effort, the division also has developed a color-coded labeling system for differentiating products by the markets it serves. The color green signifies adhesives for wood assembly, burgundy designates pressure sensitive adhesives and gold denotes Franklin's line of specialty polymers.

Ad campaigns, collateral pieces and other branding elements will also employ the color-coded system for identifying products by market.

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The rebranding effort is sequel to the appointment of Larry Owen as senior vice president for Franklin Adhesives & Polymers. With 27 years behind him at Franklin International, Owen has the experience and knowledge to take the division forward.

“Our rebranding effort demonstrates our strong commitment to the markets we serve,” said Owen. “It is a strong step forward in raising global awareness of our division and the breadth of solutions we offer our customers.”

Franklin Adhesives & Polymers provides assembly glues, edge and face glues, laminating glues, veneering and finger jointing glues to the domestic and global furniture, millwork and engineered-lamination markets under the brand names Titebond[®], Multibond[®], ReacTITE[®] and Advantage[®]. It also provides a broad line of permanent, removable or repositionable as well as specialty pressure-sensitive adhesives for label, tape, film and office product markets under the brand names of Covinax[®], Micronax[®] and Acrynax[®]. In addition, Franklin Adhesives & Polymers provides specialty polymers for fiberglass applications and formulating of various adhesives.

Franklin Adhesives & Polymers currently serves more than 60 countries on six continents worldwide.

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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, hot melts, 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.

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