



## Press release

FOR IMMEDIATE RELEASE

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### CLEAR RUBBER TOUGHENED INSTANT ADHESIVE

#### Colorless Cyanoacrylate Delivers Improved Aesthetics in Challenging Environments

Rocky Hill, Conn. — August 15, 2006... Henkel Corporation has introduced Loctite® 435™ Prism® Instant Adhesive, the first colorless rubber toughened cyanoacrylate adhesive available. This revolutionary instant adhesive is designed for use on clear or translucent parts, and in applications where the aesthetics of the adhesive bond line are critical.

Loctite® 435™ Prism® Instant Adhesive is ideal for end use environments requiring flexibility and humidity/chemical resistance. This adhesive is surface insensitive, curing rapidly on a wide variety of materials including porous, absorbent and acidic surfaces. The adhesive provides excellent peel, impact, shear strength, and enhanced shock resistance. Low-viscosity Loctite® 435™ Prism® Instant Adhesive cures in seconds to metals, plastics, rubbers, fabric, wood, paper, leather and a range of other materials.

For more information on Loctite® 435™ Prism® Instant Adhesive, call 1-800-LOCTITE, send an e-mail to [marketing@loctite.com](mailto:marketing@loctite.com), or visit [www.instantsolutions.loctite.com](http://www.instantsolutions.loctite.com).

"Henkel - A Brand like a Friend". Henkel is a leader with brands and technologies that make people's lives easier, better and more beautiful. Henkel, a Fortune Global 500 company, operates in three strategic business areas – Home Care, Personal Care, and Adhesives, Sealants and Surface Treatment. In fiscal 2005 Henkel generated sales of 11.974 billion euros. More than 50,000 employees work for Henkel worldwide. People in approximately 125 countries around the world trust in brands and technologies from Henkel.

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