



IMAGE: MIKE SOCHA, KDG MARKETING & ADVERTISING

Get the date in the diary: the 2024 Annual Convention & EXPO is taking place from April 15-18, 2024

Bringing the industry together

Welcome to the latest edition of ASC’s quarterly e-newsletter. Many of you will have just got back from our 6th annual Executive Leadership Conference that took place from October 23-25. We’re sure you’ll agree it was a really enjoyable few days spent together!

And if you needed something else to look forward to as this year draws to a close, we’d like to remind you the 2024 Annual Convention & EXPO will be taking place from April 15-18, 2024 in Louisville, Kentucky. The three-day event is the largest official

gathering of the adhesive and sealant industry, bringing together more than 500 industry leaders. As ever, you can expect a fantastic atmosphere, some excellent keynote speeches, and over 90 companies exhibiting their products and services throughout. Find out more **via our website**.

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CALL FOR ENTRIES FOR
2024 INNOVATION AWARDS



ASC's 2023 Executive Leadership Conference headed to sunny Ponte Vedra, FL

Attendees enjoy a successful 2023 Leadership Conference

The Ponte Vedra Inn & Club in Florida provided a fantastic venue for ASC's much anticipated Executive Leadership Conference this year. The beautiful beachfront property in northeast Florida provided the perfect backdrop for this truly unmissable event. Now that everyone has returned home, it's worth reflecting on some of the key takeaways.

The meeting brought together senior leaders from the adhesive and sealant sector for a few days of insight and analysis. Over the course of three days from October 23-25, the industry's top executives listened to presentations delivered by some standout speakers and had the opportunity to meet and network with peers.

This year's theme was *Building a Sustainable Future*, with the carefully-curated sessions covering some of the most pressing issues affecting the industry today and casting an eye on what lay ahead in the coming years. Sessions included a panel discussion looking at companies' varied sustainability journeys,

their milestones, and achievements – as well as highlighting some of their innovative approaches to sustainability and the lessons learned. There were also keynote speeches on: improving customer experience in the digital age with Kimberlee Sinclair, Vice President, Digital Customer Experience at H.B. Fuller; artificial intelligence with Jason Hein, Founder of Acumental B2B, with comments about how

B2B companies are leveraging this powerful new tool; and another looking at adversity-based leadership from motivational speaker Aaron Golub, who explained how best to overcome hurdles and seize all available opportunities. Among the many other highlights, Robert Fry, Chief Economist of Fry Economics LLC., offered his views on the state of the global economy and looked at issues including

GDP, industrial production, vehicle sales, housing starts, oil prices, inflation, and interest rates. Following the recent launch of ASC's *North American Adhesives and Sealants Markets to 2027* report, we were also delighted to be joined by Chad Atjemis of Smithers – the consultancy behind the study. He provided an overview of the findings and the factors influencing the sector, current trends, and demand drivers.



IMAGES: ASC



Now in its second year, the Sustainability Summit has quickly become a must-attend event

IMAGE: ASC

Navigating the challenges and opportunities of sustainability

Those attending ASC’s Sustainability Summit in September left the two-day event having learned all about the market drivers, challenges, and many opportunities posed by this increasingly important area of focus for those in the adhesive and sealant sector. “The annual Adhesive and Sealant Sustainability Summit brings together the industry’s value chain

to discuss this important topic, thus making the event critically important,” says ASC President Bill Allmond. “The discussions focus on future goals but also on what companies are doing today to meet their sustainability challenges and their customers’ demands.” Opening the meeting, Allmond welcomed attendees and set the

scene for the days ahead. Ken Alston, Co-founder of Circularity Edge, provided a scensetter with an introduction to sustainability and examined how the concept and messaging has changed over the past few decades. Other presentations included a fascinating look at company case studies as well as specific applications

and products being affected and influenced by this important issue. Sustainability remains a key component of ASC's Long Range Plan and will continue to be an area of focus moving forward. It was fantastic to see

such a strong turnout at this year's Summit, which is fast becoming an important and valued resource by ASC's membership. There is still plenty of ground to be gained when it comes to this

key strategic objective but with events like this and the launch of the inaugural ASC Sustainability Award in 2024, the association aims to help steer the industry in the right direction.



More than 100 attendees came together for the annual event in Louisville, Kentucky this September



Maria Dunn, ESG & Sustainability, Emerging Energy & Sustainability, Phillips 66 discussed some of the achievements and sustainability gains seen by her company

IMAGES: ASC



Eric Dumain, Global Marketing Director, Arkema Coating Resins on developments in construction



The two-day Sustainability Summit explored how sustainability had become a priority in the sector



Becky Kristopeit, Senior Manager CO2 / Footprint Reduction at Henkel Adhesive Technologies



Attendees enjoyed the networking opportunities



Ken Alston, Co-founder of Circularity Edge

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ASC heads to Spain to attend FEICA's European Conference

Global challenges, sustainable growth, and new technologies were just some of the topics discussed at the FEICA 2023 European Adhesive & Sealant Conference and EXPO this September. Attending this year's event in Tarragona, Spain, ASC President Bill Allmond caught up with many familiar

faces to hear how EU producers are coping with the ongoing energy crisis, regulatory pressures, and recovery from the COVID-19 pandemic. "In spite of a challenging economic outlook, not only in Europe but in most regions of the world, the mood among attendees was upbeat

and optimistic about the future," says Allmond. "Many of the educational sessions featured timely topics on sustainability, circular economy, and regulatory developments. All of them are very useful for ASC to better understand how best to address these important issues when they arise in the U.S."

North American Market Report to 2027 now available to order

Published every three years, the *North American Market Report (NAMR) for Adhesives and Sealants*, looks at the key drivers affecting the sector and includes detailed forecasts and analysis for the United States, Canada, and Mexico. Produced for ASC by Smithers, the latest edition is now available

to order through the **ASC website**. Over the course of 162 pages, over 80 interviews among manufacturers, end users, experts, industry groups, regulators, and other industry stakeholders help to paint a picture to the market, its growth, demand, and expectations for the

years ahead. Segments covered include paper, board, packaging; building and construction; transportation; consumer/DIY; footwear and leather; woodworking and joinery; assembly operations; and others. **A free webinar outlining the report is also available here.**



Tune in to ASC's free monthly podcasts

Don't forget to listen in to the *Connected to ASC* podcast every month for commentary on hot topics within the adhesive and sealant industry. Recent episodes have focused on the supply chain, data, greenwashing, as well as packaging trends.

Innovation Awards: Get your entry in now

The submission deadline for the 2024 ASC Innovation Awards is January 31, 2024. To be in with a chance of winning this coveted accolade, ASC wants to hear about the technologies and products being developed by your business.

The lucky recipients need to demonstrate their innovation meets specific criteria (**find out more here**).

The panel of judges will review all entries, with the winners informed in March 2024. They will be invited to attend the Awards Ceremony taking place at the ASC Annual Convention & EXPO from April 15-17, 2024 in Louisville, Kentucky. Good luck and we look forward to receiving your entries.





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