



Don't rely on a crystal ball. Engage through ASC all year to keep you "in the know"

Ensuring our voice is heard

Growth for the North American adhesives market continues with some uncertainty in 2024. ASC's recent North American Market Report expects a compound annual growth rate (CAGR) of 2.8%. Various end use markets are showing signs of recovery but, in some

cases, below pre-pandemic levels, such as automotives. The U.S. housing market is likely to improve, but only slightly. Paper and packaging growth is expected to be neutral. Much depends on inflationary pressures, which are easing in the U.S. at a much faster pace

than in Europe and major economies in Asia. Federal regulation may also play an active role this year. In the final year of the Biden Administration's first term, the U.S. EPA will be finalizing proposed rules at a dizzying pace. Rest assured, ASC will be watching closely.

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BOOST YOUR KNOWLEDGE AND TECHNICAL SKILLS

WHO DESERVES TO BE IN THE ASC HALL OF FAME?



The Innovation Awards recognize the fantastic achievements of those in the adhesive and sealant sector

Final call for submissions for this year's Innovation Awards

This is your last chance to get your entry in for the 2024 ASC Innovation Awards. Celebrate the achievements of you or your colleagues by submitting a nomination before the closing date of January 31, 2024. The awards recognize the accomplishments of those in the adhesive and sealant industry and showcase the products

and chemistries that are making a significant impact and contribution to the sector. Raw material suppliers or manufacturers of adhesives and/or sealants, as well as academia, are all eligible to enter. Each year, our panel of judges is astounded by the high quality of submissions and

carefully scrutinizes all the nominations before deciding on the winner and two runners up. They will be contacted via ASC by March 11. The recipients will be announced at a special awards ceremony taking place at the upcoming ASC Conference in Louisville, Kentucky from April 15-17, 2024. Our esteemed judging



H.B Fuller was the overall winner of ASC's 2023 Innovation Award for its encapsulant battery packs

panel consists of Dr. Greg Schueneman of the US Forest Service Forest Products Laboratory; Dr. Christopher C. White, Senior Managing Scientist – Exponent Inc.; and Marc Benevento, President of consulting firm Industrial Market Insight. Last year's overall winner was H.B. Fuller and the team of Albert Giorgini, Marlen Valverde, Elizabeth Knazs, and Nathan Whitford for their

development called “EV Protect 4006 Lightweight Encapsulant for Lithium-Ion Batteries”. The first runner up prize went to Nvirovate for its entry titled “Soybean Oil PSA: Brand ESG & Sustainability Enabler”, while second runner up was presented to Xlynx for its technology, “Development of Universal Covalent Adhesives for Use with Low Surface Energy Polymers”. Good luck to everyone this year!

2024 ASC INNOVATION AWARDS

April 15, 2024

Join ASC and President Bill Allmond at the Omni Louisville Hotel in Louisville, Kentucky where we will announce this year's Innovation Award winners. Find out more on the Award's landing page on the ASC website.



This year's Annual Convention & EXPO takes place from April 15-17, 2024

Counting down to ASC's Annual Convention & EXPO

Come join us from April 15-17 for ASC's Annual Convention & EXPO at the Omni Louisville Hotel in Louisville, Kentucky. The theme this year is *Meeting the Challenge* – and there will certainly be plenty to talk about. Our industry may be facing unprecedented pressures and challenges – but there are plenty of reasons to be optimistic.

“The ASC Convention & EXPO has become a must attend event because it's the one time of year where the entire industry value chain comes together,” says Bill Allmond, ASC President.

“Over those three days, attendees have the educational sessions, exhibitors to visit, and opportunities to

network with their peers across multiple types of disciplines from marketing to technical, and even the CEO level.” We have an incredible lineup of keynote speakers headlining this year's event. Opening the proceedings, motivational speaker Chad Foster will explain how companies can realize exponential

growth through adversity. Drawing on his unique personal experiences, he will explain how best to overcome challenges and seize the various opportunities that lie ahead.

Technology will dominate Wednesday's discussions with three presentations planned. KPMG's Automotive Sector Leader Gary Silberg will steer us through the upcoming changes expected in the transportation sector in the coming years.

Marking a first for ASC,

we will then be focusing on Artificial Intelligence (AI) – a rapidly growing area that is likely to have a significant bearing on our lives moving forward. We'll be hearing from Noelle Russell, a leading voice in this important field as Global AI Solutions Lead, Accenture Founder and Chief AI Officer at the AI Leadership Institute. She'll be explaining how specific industries are evolving because of applied AI technologies and discuss some real-world examples and how these are being leveraged

by business to drive growth. Closing the event, Dr. Bradley Berron, Research Director at the University of Kentucky will whet our appetite for innovation by talking us through the production of local specialty Kentucky Bourbon.

You can also expect the usual sessions looking at market trends, business development, regulatory updates, and advances in adhesive and sealant technologies.

View the program, book your place, or reserve a booth at the EXPO here.

2024 ANNUAL CONVENTION & EXPO – “Meeting The Challenge”

Tuesday, April 15, 2024

No More Comfort Zones: Growth Through Adversity

Chad Foster, Business Leader & Motivational Speaker

ASC Industry Update & Awards Presentation

Bill Allmond, ASC President

Wednesday, April 16, 2024

Future of Transportation – Super Computers on Wheels & Economic Reality

Gary Silberg, Partner, Global Automotive Sector Leader, KPMG LLP

The Future of AI in Your Industry

Noelle Russell, Leading AI Innovator & Practitioner, Global AI Solutions Lead, Accenture Founder & Chief AI Office, AI Leadership Institute

Innovations Shaping the Future of Kentucky Bourbon

Dr. Bradley Berron, Research Director, The University of Kentucky's James B. Beam Institute for Kentucky Spirits



Hear about case studies and best practices on our Formulation Strategies short course this April

Places still available for the Formulation Strategies course

This one-and-a-half day course on Formulation Strategies will provide a comprehensive explanation of successful adhesive development. The course covers all stages from design to production – outlining plans, goals, ingredients, and a series of thorough case studies.

The best practices learned during this course will

allow participants to assess supply chain options and deliver quality products.

Topics covered include: How to Formulate New Products; Application of AI in Formulation Science; Polymer Selection & Properties; Surface Chemistry for Reliable Adhesion; Tackifiers; Tackifier Selection & Performance;

Rheology Measurement & Characterization; Continuum and Fracture Mechanics based Testing and FEA of Bonded Joint; Durability of Adhesive Bonds; and Sustainability Fundamentals & Practice.

Find out more about the course, program, and venue by visiting the event page here.

Two-day short course offers a deep dive into PU chemistry

Taking place on the sidelines of this year's Annual Convention & EXPO from April 15-16, a two-day short course on polyurethanes (PU) explores one of the most versatile chemistries commonly used in adhesive applications. Participants will hear from a fantastic line-up of expert speakers and gain an understanding of how best to employ this

technology across multiple applications. This intensive course will provide insight into PU markets, raw materials, reactions, formulating, the fundamentals of adhesion, polymer science, as well as physical testing. These events are ideal for anyone who wants to broaden their knowledge, expand their network, and learn new techniques.

To find out more details about the course, the venue, or to see the provisional program, **visit the dedicated event page on ASC's website.** Those who enrol are also invited to join attendees at the Convention's Welcome Reception on the evening of April 15 as well as the EXPO the following night for a chance to meet and network with others.



The Polyurethane Short Course is co-located with the 2024 Convention & EXPO



The Hall of Fame celebrates the “giants” in the adhesive and sealant industry

Can you suggest a nominee for ASC’s coveted Hall of Fame?

Since its launch in 2022, the Adhesive and Sealant Hall of Fame has welcomed four very deserving names – and we now need your suggestions for who should be added to this illustrious lineup. ASC needs your help to propose worthy nominations for individuals considered among the greats of the industry.

These should be submitted in writing by June 1 and emailed to ASC President, Bill Allmond. Nominees can be for anyone who has worked in the industry or is currently employed by an adhesive and sealant manufacturer or supplier in North America. They must, in some way, have contrib-

uted to the betterment of the industry. A decision will be made by the ASC Board and announced in October at the Executive Leadership Conference during the Chair’s Reception and Dinner. “The Hall of Fame is an opportunity for the industry to recognize the ‘giants’ who have served the industry throughout their career either in a

leadership position in their companies, on the technical and the development side, or with the ASC itself,” says Allmond. “These are individuals who have made significant contributions to the industry or helped to create breakthrough technologies. In many cases, they are global ambassadors who are supporting the continued growth of the North American market.”

Up to three recipients are selected each year. In 2022, Jim Owens, former President and CEO of H.B. Fuller

became the first inductee to the Hall of Fame. With a long and celebrated career in the sector, he also held leadership positions at Henkel and National Starch, and served on the ASC Board of Directors as Treasurer and Chairman.

In 2023, we were delighted to add another three key industry figures, Theodore (Ted) Clark, Dr. Selim Yalvac, and David Nick – for their significant leadership, contributions, and commitment. Clark was recognized for his rise from the shop floor to

become CEO and help successfully build and scale Royal Adhesives & Sealants. Yalvac, meanwhile, was behind the development of many innovative products and filing of hundreds of patents. Nick is known by many as the name behind DPNA International, Inc. and the production of ASC’s various market reports.



ASC’s Hall of Fame Class of 2023 (left to right): Theodore (Ted) Clark, Dr. Selim Yalvac, and David Nick



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