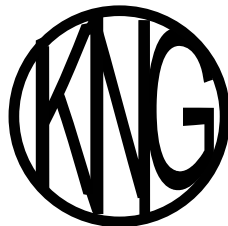

THE GLOBAL ADHESIVES INDUSTRY

2009-2014

A Multiclient Study Prospectus

Kusumgar, Nerlfi & Growney is pleased to announce their newest technical and business multiclient market research study, **THE GLOBAL ADHESIVES INDUSTRY**. This in-depth technical and economic analysis will provide subscribers with detailed information on formulated adhesive consumption by region, end use, and technology. Information on the supplier structure of adhesive formulators by region/country will be provided. The study compliments several of our published reports including **ASIAN ADHESIVES & SEALANTS (2009)**, **ADHESIVES IN DEVELOPING REGIONS (2003)**, **GLOBAL PAINT & COATINGS (2009)**, **THE ASIAN COATINGS INDUSTRY (2005)**, and **GLOBAL COATING & INK ADDITIVES**.

The study will characterize formulated adhesive consumption by end use and technology for base year 2009, and provide projections for usage in 2014. Comparison with the pre-recession year of 2008 will be provided. Materials, technologies, competitive dynamics, supplier structure, and industry concentration via mergers and acquisitions will be evaluated.



KUSUMGAR, NERLFI & GROWNEY

45 Willow Street

Elmwood Park, NJ 07407

Phone: 201-773-0785

Fax: 201-773-8517

www.kusumgar-nerlfi-growney.com

E-mail: nerlfikng@cs.com

RETURNING TO GROWTH

The global formulated adhesives industry had its first significant downturn in 2009. Adhesive consumption was off by 7-9% in 2009 and totaled an estimated 18 billion pounds (as supplied) worth some \$20 billion. European and North American consumption was off by double digit rates. The Asia-Pacific region was down more modestly as gains in China and India offset the declines of the mature economies of Japan, South Korea, and Taiwan. Recovery of the global economy will give adhesive consumption a forecast 6% annual rate of growth through 2014.

Europe and Asia-Pacific are the largest consumers of formulated adhesives, each with about one-third of the global value in 2009. The Asia-Pacific region is the leader in poundage with nearly 35% of the total. China is the largest consumer in the region with about one-half of the volume and 45% of the value. Consumption in China is projected to advance at a double digit rate. Japan is the second largest consumer in the region with 17% of the volume and just over one-fifth of the value.

Europe consumed some 30% of the adhesive volume in 2009 which is off about 10% from the prior year. Included are European Union countries as well as the transcontinental countries of Russia and Turkey. North America consumed about one-quarter of the adhesive poundage in 2009 and about a percent higher share of the dollars. North American adhesive consumption was also down by 10% or more in 2009.

South & Central American countries took about 7% of the adhesive value in 2009. Brazil is the leading consumer of formulated adhesives in the region and its economy has weathered well the global recession.

Automotive, construction, electronic, and woodworking adhesive consumption suffered the most in 2009 because of the global downturn. These end uses will likely see the highest growth rates as the global economy recovers. Packaging and disposable adhesives held up the best during the downturn.

THE STUDY

THE GLOBAL ADHESIVES INDUSTRY will characterize consumption in 2009 and estimate usage in 2014. Information on consumption in 2008 will be provided as a reference point. The report will provide a comprehensive global analysis of formulated adhesives and their technologies. An Executive Summary will give subscribers a concise, easy to read representation of individual region consumption and end use markets. A thorough business analysis will be provided which will include the adhesive supplier structure. Mergers and acquisitions and technology will be covered.

Subscribers will find **THE GLOBAL ADHESIVES INDUSTRY** the definitive reference work. Current participants, and those contemplating entry, will find the study essential in their planning process. Firms contemplating introducing new materials and technologies will find the study particularly attractive. The report will accurately portray adhesive consumption by region and selected countries, and provide critical insight into future developments.

METHODOLOGY

THE GLOBAL ADHESIVES INDUSTRY will be based on a limited number of interviews with formulators, raw material suppliers, end users, trade associations, and governmental agencies. Additionally, current literature, company web sites, government reports, etc. will be extensively reviewed and analyzed. Kusumgar, Nerlfi & Growney's extensive knowledge of the adhesive industry, gained over the past three decades, insures an accurate and comprehensive report

COMPLETION

Kusumgar, Nerlfi & Growney plans on initiating research on **THE GLOBAL ADHESIVES INDUSTRY** in the fourth quarter of 2009. Completion of the study is expected mid 2010. The final study will be approximately 300-400 pages in length.

TENTATIVE TABLE OF CONTENTS

FOREWORD

TABLE OF CONTENTS

SCOPE AND EXPLANATION ON HOW TO USE THIS REPORT

ABBREVIATIONS

EXECUTIVE SUMMARY

- Region Overview
- Adhesive End Use Review
- Supplier Structure, Adhesive Formulators
- Country Comparisons

BUSINESS ANALYSIS

- Overview
- Technology Assessment
- Supplier Structure
- Mergers and Acquisitions

REGIONS/COUNTRIES

Asia-Pacific Summary.....	
China	
India.....	
Japan.....	
South Korea.....	
Other Countries	
Europe Summary	
European Union.....	
Other: Russia, Turkey, etc.....	
South & Central America Summary	
Brazil	
Argentina and Other South & Central Countries	
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Rest-Of-World (ROW).....	

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Bookbinding	
Construction	
Consumer	
Disposables.....	
Electronic	
Footwear.....	
Packaging	
Flexible Packaging	
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Product Assembly	
Woodworking/Furniture.....	
Other.....	

ADHESIVE TYPES

Acrylic, Emulsion.....	
Acrylic, SB	
Cyanoacrylate & Anaerobic	
Epoxy	
Vinyl Acetate Emulsions.....	
Ethylene-Vinyl Acetate Copolymers	
Polychloroprene	
Polyurethane.....	
Styrenic Block Copolymers	
Tackifiers.....	
Other.....	

OUR QUALIFICATIONS

Kusumgar, Nerlfi & Growney is a consulting firm specializing in market research and business analysis for the polymer and chemical industries. Members of the firm possess some 80 years of experience analyzing the coating, ink, adhesive, and sealant industries. Kusumgar, Nerlfi & Growney is dedicated to providing comprehensive and accurate information and insight on technology driven markets.

The information and analysis contained in **THE GLOBAL ADHESIVES INDUSTRY** will be developed by Michael Growney, Steven Nerlfi and Minesh Kusumgar. No outside contractors will be employed. Our expertise has been gained from conducting over 35 multiclient, and numerous proprietary, studies.

ADDITIONAL SERVICES

Kusumgar, Nerlfi & Growney's current project is **GLOBAL COATING & INK ADDITIVES**. The study will characterize consumption of five leading additive types by region and country. Dispersants, foam control, rheology modifiers, slip/rub materials, UV stabilizers, and wetting agents will be covered in the report. Completion of the study is expected in late-2009.

Our newest study is **GLOBAL PAINT & COATINGS, 2009-2014**. This study provides detailed information on paint and coating consumption by region, end use and technology. Interested parties should contact Kusumgar, Nerlfi & Growney for brochures and additional information. Kusumgar, Nerlfi & Growney welcomes inquiries for projects of a proprietary nature.

SUBSCRIPTION INFORMATION

THE GLOBAL ADHESIVES INDUSTRY is available through subscription. Completion of the study is expected mid 2010. The price of the study is \$7,500 to early subscribers (before January 2010); \$9,500 to those subscribing while in progress; and \$11,500 for post publication subscription. Subscribers will receive three electronic (PDF) copies of the report. To subscribe, please complete the contract on the following page and return to Kusumgar, Nerlfi & Growney. For additional information please contact Kusumgar, Nerlfi & Growney at 201-773-0785 or nerlfikng@cs.com. Additional information about Kusumgar, Nerlfi & Growney can be obtained at our web site: www.kusumgar-nerlfi-growney.com.

CONTRACT FOR THE GLOBAL ADHESIVES INDUSTRY

KUSUMGAR, NERLFI & GROWNEY

45 Willow Street

Elmwood Park, NJ 07407

Please initiate our participation in **THE GLOBAL ADHESIVES INDUSTRY**. We understand our subscription entitles us to three copies of the final report.

We agree that for a period of three years from publication to:

1. Not reproduce the study, in whole or in part, by any means.
2. Restrict use of the study to our own employees.
3. Prevent the disclosure of its contents, to the best of our ability, to any other firm or person.

We understand that we may disclose the contents of this study to any firm that we own more than half of, or to a company that maintains more than a half interest in our firm. We may use or disclose any information in the study which is public knowledge, in our possession before receiving the report, or that has been obtained from third parties, but not from this study.

Kusumgar, Nerlfi & Growney will take reasonable precautions to prevent disclosure of the contents of this study, except to subscribers, for a period of three years after it is issued.

We understand the fee for **THE GLOBAL ADHESIVES INDUSTRY** is \$7,500 for early subscription; \$9,500 during progress; and \$11,500 after publication.

Kusumgar, Nerlfi & Growney will invoice us for the full amount upon acceptance of our participation, after a countersigned copy of this contract is returned to us for our records. We will pay this invoice within thirty days.

Accepted: Kusumgar, Nerlfi & Growney

Subscriber

Signature

Signature

Name

Name

Title

Title

Date

Date

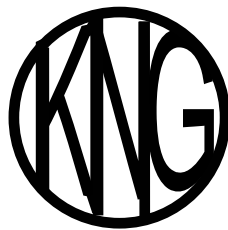
POLYMER AND CHEMICAL BUSINESS ANALYSIS AND MARKET RESEARCH

ADDITIONAL SERVICES

THE GLOBAL ADHESIVES INDUSTRY is Kusumgar, Nerlfi & Growney's eighteenth multiclient study. Studies immediately available, or scheduled for completion, include:

- **ADHESIVES IN DEVELOPING REGIONS**, December 2003
- **ADDITIVES, 2003-2008**, September 2004
- **THE ASIAN COATINGS INDUSTRY**, September 2005
- **RADIATION-CURED PRODUCTS, 2005-2010**, July 2006
- **THE U.S. PAINT & COATINGS INDUSTRY, 2006-2011**, September 2007
- **ASIAN COATING ADDITIVES**, May 2008
- **ASIAN PAINT & COATINGS**, September 2008
- **ASIAN ADHESIVES & SEALANTS**, March 2009
- **GLOBAL PAINT & COATINGS**, October 2009
- **GLOBAL COATING & INK ADDITIVES**, due year-end 2009

Interested parties should contact Kusumgar, Nerlfi & Growney for subscription information. We also welcome inquires for projects of a proprietary nature.



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