

## **Photo Release -- Connect with H.B. Fuller's Award Winning Adhesive Solutions at ANEX/SINCE 2015**

SHANGHAI, China, May 12, 2015 (GLOBE NEWSWIRE) -- H.B. Fuller (NYSE:FUL) today announced that it will introduce its award-winning, innovative adhesives for nonwoven personal care and hygiene products, made for the Asia Pacific markets at ANEX/SINCE 2015.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=32883>



H.B. Fuller has a global track record of recognizing trends and developing adhesive solutions to address industry challenges and changing market needs. Over 30 years of close collaboration with hygiene manufacturers has culminated in H.B. Fuller's comprehensive Full-Care™ family of adhesives that provide robust solutions for customers. Robust in terms of adhesive performance. Robust in terms of supply flexibility. Robust in terms of technical support, delivered through generating a close technical collaboration. Robust Full-Care adhesive solutions offer the functional benefit of potentially helping to lower in-use cost.

At ANEX/SINCE 2015, Hall 1/L40, H.B. Fuller will be connecting with attendees and showcasing its award-winning solution, CHM-1088ZP - one of the latest examples of how the company tailors product and process innovations to meet customers' critical needs for high-performance diapers in the Asia Pacific region. As one of the highest performance core adhesives sold in China, its high wet strength contributes to core integrity and enhanced core performance in diapers. Plus, its water white color and very low odor are desirable features in premium diapers. This core adhesive was recognized by EDANA as the first-ever winner of the OUTLOOK™ Asia Award.

Attendees also are invited to join H.B. Fuller's technical experts who will present, "How Adhesives Enable Hygiene Product Development," on May 13, 2015, at 10:35 a.m. The presentation will cover the vital role adhesives play in enabling thinner cores and low odor products. It also will discuss how adhesives can help improve production efficiency and sustainability.

Heather Campe, vice president, Asia Pacific, for H.B. Fuller, comments, "With more than 30 years of technology leadership in the hygiene market, H.B. Fuller knows what matters to customers. We provide an invaluable service to customers seeking to gain competitive advantage from adhesive innovation." Campe adds, "We are confident that, with our full range of products, unmatched technical support and reliable supply assurances to discover, develop and deliver innovative solutions, we are helping to answer and solve some of the world's biggest challenges in the hygiene industry."

At H.B. Fuller we have a wealth of technical knowledge and experience, combined with our comprehensive Full-Care range of premium hot melt adhesives. See our video for more details at [www.hbfuller.com/thinner-cores](http://www.hbfuller.com/thinner-cores).

### **About H.B. Fuller Company:**

For over 125 years, H.B. Fuller has been a leading global adhesives provider focusing on perfecting adhesives, sealants and other specialty chemical products to improve products and lives. With fiscal 2014 net revenue of \$2.1 billion, H.B. Fuller's commitment to innovation brings together people, products and processes that answer and solve some of the world's biggest challenges. Our reliable, responsive service creates lasting, rewarding connections with customers in packaging, hygiene, general assembly, electronic

and assembly materials, paper converting, woodworking, construction, automotive and consumer businesses. And our promise to our people connects them with opportunities to innovate and thrive. For more information, visit us at [www.hbfuller.com](http://www.hbfuller.com) and subscribe to our blog.

**About ANEX/SINCE 2015:**

ANEX and SINCE are combined and held in China this year. It is the largest nonwovens exhibition in Asia and one of the world's key exhibition events in nonwovens industry. More information can be found at [www.anex2015.com](http://www.anex2015.com).

**About EDANA:**

EDANA serves 250 companies across 36 countries in the nonwovens and related industries, helping its members to design their future. The Association's mission is to create the foundation for sustainable growth of the nonwovens and related industries through active promotion, education and dialogue. Information about upcoming events can be found at [www.edana.org](http://www.edana.org)

CONTACT: Remember Zhu  
0086 021 60363291  
[remember.zhu@hbfuller.com](mailto:remember.zhu@hbfuller.com)

H.B. Fuller Company



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