H.B. Fuller's Next Generation Advantra(R) Adhesive Delivers High Performance and Lower Total Cost in Use

ST. PAUL, Minn., Sept. 28, 2015 (GLOBE NEWSWIRE) -- **H.B. Fuller Company** (NYSE:FUL) announces the launch of Advantra® 8790 in North America. This next generation Advantra® adhesive solution is designed to meet customers' requirements for high-performance adhesives that provide lower total cost in use and help manufacturers deliver a more sustainable future for the packaging industry.

Advantra® 8790 is focused on quality, value and efficiency. With this adhesive solution, customers can seal more packages with less adhesive – achieving good adhesion and fiber tear on most substrates, and increasing the speed of packaging lines. Advantra® 8790 provides reduced consumption, delivering up to 20 percent volume savings on typical applications. It runs across a broad service temperature range (-40°F to 160°F), and it enables less downtime, lower maintenance costs, cleaner running, and lower wear and tear on machinery.

"Advantra® 8790 enables our team to apply their process knowledge to deliver best-in-class operational excellence and groundbreaking process cost control," says Brad Zechman, vice president of Packaging Solutions, H.B. Fuller. "At H.B. Fuller, our goal is to bring the best solutions and services to our customers and provide support through an expert team. Our proven service model provides dedicated resources, industry-leading training programs, reporting and tracking of savings delivered, and rigorous process audits and packaging line optimization to help better serve our customers."

As an innovative leader in packaging solutions, H.B. Fuller's next generation Advantra® 8790 is a testament to the company's continued investment in and focus on helping the packaging industry respond to market demands for more efficient and environmentally friendly packaging.

To learn more about H.B. Fuller's packaging solutions, visit http://www.hbfuller.com/packaging-solutions/.

About H.B. Fuller:

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 and subscribe to our blog.

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H.B. Fuller Company

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