H.B. Fuller Company Launches New Stretch Adhesive

New Product to Support Customers' Increasing Need for Comfort and Fit

ST. PAUL, Minn., May 02, 2016 (GLOBE NEWSWIRE) -- H.B. Fuller Company (NYSE:FUL) announced today that it has opened up new opportunities for manufacturers and consumers with the launch of a new, unique stretchable adhesive. With innovation for comfort, combined with production benefits, ConformaTM adhesive makes possible new stretch materials that are an ideal fit for disposable underwear.

A photo accompanying this announcement is available



at http://www.globenewswire.com/NewsRoom/AttachmentNg/c53dcf83-45c8-477f-936e-14d6b784209b

According to studies published by the National Association for Continence, stress urinary incontinence is the most common form of incontinence among women. In the US, the condition reportedly affects 15 million adult women. The International Continence Societyindicates that the median age of women with pure stress incontinence stands at around 47-48 years, typically explained by the fact that it is often linked to childbirth, among other causes.

Alongside these trends, there is an increasing acceptance of the valuable role incontinence products now play in the lives of many active adults and a corresponding rise in pressure for products that offer exceptional comfort and fit, as well as great performance. As such, the development of adhesives, and their role in the transformation of hygiene products, cannot be underestimated.

Conforma helps create disposable undergarments that stretch with ease, supporting ease of movement for all ages. It delivers a better, more comfortable fit, which performs without tightness, conforming to individuals of all shapes and sizes. Gathered material and associated bulk can be minimized to create more discreet products, so adults can wear more underwear-like products and caretakers of babies and young children can access more stylish products.

Importantly, as Conforma can be used to create a conformable fabric, which is a soft, ultrathin and breathable alternative to the film-based laminate or elastic stranded panel, it helps create disposable undergarments that look and feel like cotton underwear.

Plus, Conforma is the right fit for manufacturers. It opens up new design possibilities by removing the constraints of the traditional stretch engines, creating an opportunity for an all-over stretchable product. It stretches further, so sizing can be simplified, reducing production line complexity. Also, it removes the number one cause of downtime in the production of stretchable material reliant on elastic strands and reduces the cost of waste from elastic strand breakage.

Nathan Weaver, vice president, Hygiene, H.B. Fuller, comments, “Understanding the market trends driving our customers’ current and future needs inspires us to develop high-performance adhesives. Conforma adhesive is an example of how H.B. Fuller is driving innovation for the Hygiene market in key application areas like stretch. Conformable fabric created from Conforma adhesive becomes an attractive choice, as disposable articles evolve into the soft, stretchable, truly comfortable, engineered products of the future.”

Conforma offers exceptional comfort, performance and cost-effectiveness and is the right fit for today’s hygiene market. Discover more at IDEA16 booth 1813, or visit www.hbfuller.com/conforma.

ConformaTM is a trademark of H.B. Fuller Company.

About H.B. Fuller:
For nearly 130 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 2015 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 engineering, electronic and assembly materials, hygiene, construction, automotive, packaging and other 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.

About IDEA16:
More than 7,000 people will converge in Boston. Hundreds of companies from more than 70 countries will present their latest ideas at this nonwovens and engineered fabrics industry’s premier event. Learn more at http://www.inda.org/idea16/.

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