



THE **ADHESIVE AND SEALANT COUNCIL, INC.**



FOR IMMEDIATE RELEASE

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FEICA and ASC Develop New Industry Classification Manual

Bethesda, MD (December 9, 2008) – The Association of European Adhesives and Sealants Manufacturers (FEICA) and The Adhesive and Sealant Council, Inc. (ASC) are pleased to announce a new Industry Classification Manual that provides harmonized definitions of adhesive and sealant technology families and end-use market segments. These definitions serve as the basis for how data are categorized and presented in Adhesive & Sealant Industry Market Reports regularly published by both organizations.

Now, for the first time, readers of FEICA's *European Market Report* and ASC's *North American Market Report* can be assured they are reviewing comparable industry data across both studies.

To learn more and to download your free copy, visit www.feica.com or <http://www.ascouncil.org/news/reports/Final%20Word%20version%20Classification%20FEICA%20ASC%20Manual081203.pdf>

For more information and to order the ASC's *North American Market Report*, visit www.ascouncil.org/news/reports/marketreport08.cfm.

For more information and to order FEICA's *European Market Report*, visit www.ascouncil.org/news/reports/FEICAMktReport.cfm (North American customers only) or www.feica.com (non-North American customers).

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The Adhesive and Sealant Council (ASC) is a North American trade association dedicated to representing the adhesive and sealant industry. Incorporated in 1958, ASC is bound by the collective efforts of its members, and strives to improve the industry operating environment and strengthen its member companies. ASC members represent more than 75% of the U.S. industry. The Council is comprised of 130 adhesive and sealant manufacturers, raw material and equipment suppliers and industry consultants. For more information about ASC, visit www.ascouncil.org.

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