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Gorilla Wood Glue Lets Woodworkers Swap the Rest for the Best

Woodworking in America Attendees Can Trade in For the Toughest Wood Glue

CINCINNATI, OH (June 30, 2011) – Gorilla Glue will be offering attendees at the Woodworking in America Conference the chance to trade in any bottle of glue as long as it has “some” glue in it for a new 18 oz. bottle of Gorilla Wood Glue, the type II PVA wood glue that has proven itself as a leader in the wood glue market. The promotion is only available during show hours and visitors can receive their bottle of Gorilla Wood Glue by stopping by the Gorilla Glue booth during the show.

“Best known for our polyurethane glue, sometimes woodworkers forget or don’t realize that we also have a traditional wood glue option,” states Nadine Williams, The Gorilla Glue Company. “Like all of our products, we strive to put the very best of that category in our bottle. You can count on Gorilla Wood Glue to give you a strong bond, which only requires 20 minutes of clamping, and a natural wood color that keeps your bond-lines near-invisible.”

Gorilla Wood Glue offers many advantages:

- **Gorilla Strength**– Gorilla Wood Glue is a leader in strength, providing an unmatched confidence level for success.
- **Complete Projects Faster**– Requires only 20-30 minutes of clamp time, and is fully cured in 24 hours.
- **Use Indoors Or Out** – Passes ANSI/HPVA Type II water resistance.
- **Versatile**– Good for use on hardwoods, softwoods, and wood composites.
- **Dries Natural Color**– It has a much more natural looking bond line.
- **Easy-to-Use** – It's non-toxic, water-based, solvent free polyvinyl acetate (PVA). FDA approved for indirect food contact and also works for radio frequency (R-F) gluing systems.

– M O R E –

At the 2010 show, more than 300 people made the switch to Gorilla Wood Glue by bringing in a used bottle of glue of their usual brand. Gorilla Glue is hoping to introduce even more woodworkers to the product in 2011.

This year's Woodworking in America show will be held at the Northern Kentucky Convention Center September 30 – October 2, 2011. For more information, please visit www.woodworkinginamerica.com.

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About The Gorilla Glue Company

Headquartered in Cincinnati, Ohio, The Gorilla Glue Company is a leading manufacturer of adhesive solutions for DIYers, woodworkers and professionals. The company revamped the retail adhesive landscape with its 1999 introduction of the wildly popular Gorilla Glue, a unique, all-purpose adhesive with an amazing ability to bond almost any material including wood, ceramic, stone, metal and more. On a mission to make products that deliver impressive results, the company has since expanded its offerings to include Gorilla Tape®, Gorilla® Super Glue Impact-Tough® Formula, Gorilla® Wood Glue, and Gorilla® Epoxy—further solidifying the brand's reputation as the go-to product line For The Toughest Jobs On Planet Earth®. Gorilla products have earned recognition for performance and innovation from multiple media outlets including Popular Science magazine's Best of What's New Award and Popular Mechanics Editor's Choice Awards. The products also bear the Good Housekeeping Seal. Gorilla brand products are proudly made in the USA.

For more information, visit www.gorillatough.com or call (800) 966-3458.