



Turnhout, Belgium

12 November 2013

## **Soudal's super-strong, super-firm grab adhesives are set to be a roaring success!**

A launch campaign with a twist from **T-REX®**

Once again, Soudal surprises everyone with its innovative, super-firm T-REX® grab adhesives. Drills, screws and nails are a thing of the past thanks to Soudal's new range of adhesives for fixing decoratives and heavy items. The new T-REX® adhesives are reinforced with fibres, ensuring rapid bonding and a super-strong end-result.

Being a world player in adhesives and related products, with the launch of T-REX®, Soudal has strengthened its position in the market for grab adhesives. The range consists of three products, each have their own specific properties. T-REX® Montage High Grab has the highest initial bonding strength available in the market at 300kg/m<sup>2</sup>! As the name suggests, this adhesive sealant is ideal for heavy construction materials. It is suitable for both internal and external use. Then, there is T-REX® Super, which is suitable for bonding interior decorations. Finally, T-REX® Montage Transparant is used for invisible bonding of all types of porous materials.

This is no run-of-the-mill product launch, but a super-strong campaign for these super-strong grab adhesives. The image of the mighty T-Rex is used repeatedly; displays with a dinosaur head and dinowobblers are real eye-catchers at the point of sale.

For more information visit <http://www.soudal.com/trex/nl/demo.html>

### ***About Soudal***

Soudal is the largest independent European manufacturer of sealants, adhesives and polyurethane foam for professional and private users. With a turnover of EUR 436 million in 2012, over 1,500 employees in 130 countries and 11 production sites on four continents, this Belgian family business, with its founder Vic Swerts still at the helm, has developed into an international player and expert in chemical construction specialities. Continued investments in R&D, a long-term vision for innovation and adaptations to local market requirements have resulted in Soudal's excellent performance, for which it was named Company of the Year in 2011.

### **Press contact:**

Mr Luc Thys +32 14 42 42 31