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Gorilla Glue Introduces Dries White, 2x Faster Formula for Woodworking and Crafting Challenges

CINCINNATI (April 2007) – Professionals, DIYers and consumers looking for an ultra fast glue that doesn't compromise on strength will find it in Gorilla Glue's new Dries White, 2X Faster formula.

Dries White, 2X Faster is the fastest curing Gorilla Glue available, about eight times faster than the original formula, but it still delivers the same end strength and toughness.

The other notable difference is the color. The glue dries white, an aesthetic benefit for contractors, woodworkers and crafters dealing with lighter wood species or materials. Gorilla Glue Dries White, 2X Faster bonds materials that typical all-purpose adhesives won't hold, including wood, stone, metal, ceramics, glass, foam and more. Waterproof and temperature resistant, it can be used for projects and repairs indoors or out because it doesn't break down in extreme heat or cold.

The adhesive is also moisture activated, meaning the surface needs to be lightly dampened with water prior to applying it. Once the glue is on, users have up to ten minutes to reposition the object prior to final set and clamping. "With a set time of 30 – 60 minutes, Gorilla Glue Dries White, 2X Faster is perfect for users looking for a fast, initial tack or for those eager to move on to the next step of their project," says Jennifer Dowdall, vice president of marketing and innovation for The Gorilla Glue Company.

The new Gorilla Glue Dries White, 2X Faster will be available at retailers nationwide this spring. To find a Gorilla Glue retailer in your area, visit www.gorillatough.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 U.S.A.

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