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## **Gorilla Glue Launches Super Glue Impact-Tough™ Formula**

### **Frustration Over Brittle Bonds, Repeat Repairs and Glue Dry Out No Longer an Issue on Small Jobs**

CINCINNATI (November 1, 2007) -- The most common complaint among Super Glue users today is that the bond is brittle, so repairs don't last. No one likes to do the same job twice. Adding further to the frustration is the short shelf life the glue has after it's been opened.

The Gorilla Glue Company has big plans to improve user satisfaction with the introduction of Gorilla Super Glue Impact-Tough Formula. The unique formula provides built-in shock resistance that allows glued surfaces to "give" while holding tight. Still the bond is instant -- Gorilla Super Glue sets up in just 20 – 40 seconds.

"There is a chemical reason traditional super glue bonds don't hold," says Dr. David Dunn, a research chemist involved in the development of the new Gorilla Impact Tough formula. "When cyanoacrylates, (the technical name for super glue), dry, they don't flex, so any movement or stress on the glued item causes the bond to crack at the glue line."

Gorilla Glue's new professional strength formula contains tiny rubber particles that give it impact resistance strength to reduce the chance of the repair breaking when the object is bumped or dropped. The formula is thicker than conventional super glues, so it won't run when applied, making it easier to use and control than most other super glues, especially on vertical surfaces.

An airtight design and anti-clog tip helps to ensure the glue stays "fresh" for numerous uses without drying out and hardening.

The new Gorilla Super Glue formula will be available at retailers nationwide this fall. To find a Gorilla Glue retailer in your area, visit [www.gorillatough.com](http://www.gorillatough.com) or call (800) 966-3458.

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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](http://www.gorillatough.com) or call (800) 966-3458.