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Gorilla Tape Now Available in Tough and Wide Roll

Meet the biggest, baddest, toughest, and widest roll of tape. Ever.

CINCINNATI (May 1, 2010) -- Gorilla Tape, the premium all purpose tape that adheres to surfaces most other tapes won't, like brick, stucco, concrete, rough lumber and more, is now available in a Tough and Wide roll—Simply the biggest, baddest, toughest, and widest tape on the market.

Measuring nearly three inches across and 30 yards long, Gorilla Tough and Wide now covers more surface area and creates a stronger bond for all applications. The new, larger Gorilla Tape makes quick work of big projects.

“The new (Gorilla Tape) Tough and Wide roll gives DIYers, sport enthusiasts and outdoor adventurers an even stronger repair option,” says Gorilla Glue company president, Peter Ragland. He continues, “Our customers are constantly putting our tape to the ultimate test, and we think that the Tough and Wide roll will exceed their very high expectations.”

Gorilla Tape strikes a delicate balance between strength and usability, providing the maximum amount of sticking power without sacrificing ease of use. The combination of double-thick adhesive, strong webbed backing and rugged all-weather shell makes it one of the few all-purpose tapes to consistently stick to smooth, rough or uneven surfaces, indoors or out.

Gorilla Tape features:

- **Double-thick adhesive:** With 17 mils of adhesive – two times more than the amount commonly found in other all-purpose tape— Gorilla Tape fills gaps for a stickier grip, especially in applications involving imperfect surfaces.
- **Strong, reinforced backing:** Gorilla Tape's reinforced webbed backing has a higher thread count than the current industry standard, which allows for enhanced flexibility and durability, yet it can be ripped by hand. The woven texture improves its ability to conform to most any surface feature.
- **Rugged, all-weather shell:** The abrasion resistant, all-weather shell provides a tight barrier against moisture to hold the bond securely under the most extreme weather conditions and harsh UV rays. It can withstand extreme temperatures, below freezing and above 170 degrees, a point when most other tapes fail.

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Since its market introduction in 2006, Gorilla Tape has become one of the most talked about new products in the adhesive category, garnering accolades from *Reader's Digest* editors as "one of the 25 products you can't live without" as well as a "Best of What's New" award in the home tech category from *Popular Science* magazine.

The Gorilla Tape Tough and Wide roll will be available at retailers nationwide starting in May 2010. Gorilla Tape is also available in 12 and 35 yard rolls, as well as a Handy 1" roll.

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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.