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**New Gorilla Wood Glue  
Named Popular Mechanics Editor's Choice  
at 2008 National Hardware Show**

CINCINNATI (May 16, 2008) – The Gorilla Glue Company today announced that its new Gorilla Wood Glue has been recognized by *Popular Mechanics* as one of the best new products at the 2008 National Hardware Show in Las Vegas, Nevada.

Selected and judged by the magazine's editorial staff and presented on the opening day of the show, the Editor's Choice Award recognizes outstanding new product design and innovation. Thirteen products were honored out of several hundred being introduced this year.

"We chose Gorilla Wood Glue because it holds its bond under less than ideal conditions and because woodworkers can apply it in the cool, moist environments that are typical of basement and garage workshops," says *Popular Mechanics* senior home editor Roy Berendsohn. "In short, it's glue for the real world, which rarely offers ideal conditions for gluing together wood. Also, its 20-minute clamp time helps woodworkers make maximum use of their wood clamps, which typically are in short supply."

**About the Product**

Gorilla Wood Glue is a water-resistant, non-toxic, cross-linking polyvinyl acetate formula (PVA) that offers higher bond strength, a shorter clamp time and a lower application temperature than other comparable woodworking glues, and it can be cleaned up easily with water.

The formula contains no dyes, and dries a natural color, which means no orange "after glow." Once dry, it can be easily sanded or painted.

Suitable for interior and exterior use, Gorilla Wood Glue passes the ANSI/HPVA Type II water-resistance specification providing users with peace of mind for applications where there is limited exposure to moisture.

Gorilla Wood Glue can be applied in temperatures as low as 55 degrees Fahrenheit without concern over the glue becoming chalky and bonding poorly. It is also FDA

approved for indirect food contact (cutting boards) and also works for radio frequency (R-F) gluing systems.

Gorilla Wood Glue is available in 8 ounce and 18 ounce sizes at retailers nationwide.

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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.