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Elmer's® Introduces New Glue-All® Formula
New Multi-purpose Glue-All Formula Tackles Household Projects with More Might

COLUMBUS, Ohio (March 22, 2010) –Elmer's® Products Inc., an industry leader in adhesives, arts and crafts, office and educational products, re-introduced today the company's first multi-purpose household glue, Elmer's Glue-All®. The iconic glue, first introduced to the marketplace in 1948, is shedding its reputation as an arts and crafts-only glue and taking on bigger projects around the house with its new, stronger formula.

According to Mary Beth Cowardin, senior marketing manager for Elmer's Products, "A common misperception of Glue-All is that it is interchangeable with Elmer's School Glue®. The strength, versatility and durability of Glue-All makes it ideal for quick-fixes and projects from the entire house yet it remains non-toxic and safe for children."

The new Glue-All is formulated to bond a wide variety of materials including paper, fabric, wood, ceramic, cork and leather. To showcase the many uses of Glue-All, Elmer's today launched a series of how-to videos. The videos feature a wide variety of household repair projects from the kitchen, bathroom, living room and garage and will be available at www.Elmers.com and on YouTube.

A 4 fl oz bottle of Glue-All retails for around \$1.99 and is currently available nationwide at major grocery stores, drug stores, big box retailers and craft stores.

About Elmer's

Elmer's® Products, Inc., headquartered in Columbus, Ohio, has been a trusted brand and industry leader for more than 60 years. Elmer's produces a variety of well-known adhesives, arts and crafts,

educational and office products for use at home, school or business. Elmer's branded products are developed to provide project solutions and to inspire people to create, build and learn for life. Elmer's also markets the number one instant adhesive in the U.S., Instant Crazy Glue®, and X-ACTO®, a leader in innovative cutting blades, knives and office supply products. For more information visit www.elmers.com.

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