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## **“adhere” with Huntsman launches Araldite<sup>®</sup> 2000 PLUS Extensive new adhesive range set to revolutionise plastic and metal engineering**

Huntsman Advanced Materials, together with the *adhere* brand from Intertronics, has launched Araldite<sup>®</sup> 2000 PLUS - a new portfolio of structural adhesives, optimised to help industrial engineers around the world bring complex plastic and metal-based design projects to life.

The Araldite<sup>®</sup> 2000 PLUS range of adhesives is the most comprehensive of its kind available and the only product family to offer complete solutions based on three key chemistries – epoxy, methacrylate and polyurethane. Products from the Araldite<sup>®</sup> 2000 PLUS range were unveiled at an exclusive launch event in Barcelona, Spain on Friday 4<sup>th</sup> May which was attended by Huntsman’s senior management team and partners from the company’s European distribution network, including Peter Swanson – *adhere* brand leader at Intertronics, who explained: “I am delighted with this really major development which develops us further into structured bonding of plastics as well as metals, together with one of the very best market leaders in the world.”

The launch of the Araldite<sup>®</sup> 2000 PLUS range aligns Huntsman’s industrial adhesive offering more closely to the needs of the world’s leading industrial designers. To construct the range, Huntsman has re-engineered products from its classic family of Araldite<sup>®</sup> structural adhesives and has also added new solutions that were previously unavailable to the global adhesive market.

Araldite<sup>®</sup> 2000 PLUS adhesives are lightweight and form long lasting durable bonds that are resistant to the most demanding conditions including high shear and peel, compression, moisture and extreme temperature changes. The global Araldite<sup>®</sup> 2000 PLUS portfolio comprises 14 products. Each product can improve the performance and longevity of the materials they bond and is individually suited for joining a wide variety of substrates including plastics, metals and composite materials. The new range is split into two main areas, dividing products for metal and plastic bonding, which makes it much easier to assess specific performance demands and ultimately find the best solution for customers.

Explaining more, Doug Thompson, global marketing manager for adhesives at Huntsman Advanced Materials said, “The Araldite® name has always been synonymous with quality. Invented 60 years ago, Araldite® adhesives have long been regarded as the premium bonding solution available to industrial design engineers. As such the team of adhesive experts at Huntsman has an unrivalled reputation in the design engineering community which is founded on the quality of our products and the work our research and development teams undertake with adhesive users around the world. Through ongoing work with our valued distributors and their customers, Huntsman identified that engineering substrates, like plastics, metals and composites are now the most popular materials used by modern design engineers.”

Continuing, Thompson said, “The launch of Araldite® 2000 PLUS addresses many of the design issues we know these engineers face on a daily basis. Previously Araldite® was known as a pure epoxy adhesive solution. However the launch of the Araldite® 2000 PLUS range extends the breadth of our chemistries to include superior fastening solutions based on methacrylate and polyurethane technologies. We are extremely excited about the global prospects for the Araldite® 2000 PLUS portfolio and look forward to extending the breadth of the range in line with emerging market opportunities.”

Adhesive experts at Huntsman work closely with manufacturers to understand their engineering requirements and offer comprehensive advice on a wide range of design projects. Critically the Araldite® 2000 PLUS range is supported by industry leading technical support packages which enable Huntsman to provide tailored advice designed specifically to address the needs of designers, manufacturers and end users alike.

Araldite® 2000 PLUS adhesives are delivered to engineering and industrial customers via UK distributor Intertronics. Local service and support from Intertronics, backed by global resources, is fundamental to the success of Araldite® 2000 PLUS and Huntsman has actively developed an international network of industry recognized distributor partners, Intertronics amongst them, for effective international coverage.

For more information about Araldite® 2000 PLUS please contact Peter Swanson at [peter.swanson@intertronics.co.uk](mailto:peter.swanson@intertronics.co.uk), or go to: [www.intertronics.co.uk](http://www.intertronics.co.uk) and [www.araldite2000plus.com](http://www.araldite2000plus.com).

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