



4161 EAST 7TH AVENUE • TAMPA, FL • 33605 • TELEPHONE: 813-248-2101 • FAX: 813-248-6768

For Immediate Release

February 20, 2008

For more information contact:

Gordon Blickle, Director of Marketing, gblickle@gardner-gibson.com, 813-367-0282 x2203

Mold & Mildew Meet Their Match!

Introducing new Dynamite DEFENDER 234MX Wallcovering Adhesive

Advanced mildew-resistant technology takes worry out of wallcovering

TAMPA, FL—Building owners and property managers can stop worrying about what's happening behind the wallpaper. New mildew-resistant technologies combined with the industry's leading adhesive brand create a dynamite new solution for commercial wallcovering.

Dynamite® DEFENDER™ 234MX is a premium, Mildew Resistant* heavy-duty clear wallcovering adhesive, designed to give added mildew protection to wallcovering jobs with the legendary performance of Dynamite® 234 adhesive.

Dynamite DEFENDER 234MX has the highest solids content of any wallcovering adhesive on the market today. It delivers outstanding wet tack and slip for easy positioning. Dynamite DEFENDER 234MX allows you to hang paperbacked vinyls while preventing the expansion of the paper backing during installation, preventing seams from buckling. Its consistent viscosity means that it can deliver an even thickness of applied adhesive, eliminating the need to adjust the thickness continually throughout the job.

Dynamite DEFENDER 234MX is almost invisible when dry, making it easier to finish with cleaner seams than any other product. Professional paperhangers consider Dynamite® 234 Heavy Duty Clear Wallcovering Adhesive Product to be THE premium heavy duty, clear, strippable product on the market today.

Dynamite DEFENDER 234MX Heavy Duty Clear Wallcovering Adhesive is available nationwide at ICI Paints Stores, Sherwin-Williams, and other leading paint and wallcovering retailers.

**this adhesive contains a preservative which inhibits the growth of mildew on the surface of the adhesive film.*

Gardner-Gibson has been a leading manufacturer and distributor of wallcovering adhesives, roof coatings, driveway sealers, caulks and sealants for over 60 years. The customer base spans the globe. Products are marketed under the brands of APOC, Black Jack, Sta-Kool, Gardner, Shur-Stik, Fields and Atco brands. For more information on the company, visit www.gardner-gibson.com.

###