



Tombow's Sticky University Reaches Participants Milestone 25

Tombow Challenges Elite Crafting Communities to Get Out of Their "Stickiest" Crafting Situations with Xtreme Adhesive

ATLANTA – Oct. 16, 2014 – Tombow, a 100-year-old art, craft and office supply company, announced today that their program, [Sticky University \(Sticky U\)](#), has graduated its first class of 25 craft, mommy and do-it-yourself bloggers.

At the center of Sticky U is [Xtreme Adhesive](#), Tombow's strongest tape runner to ever enter the American market. The program challenges an elite group of esteemed craft industry leaders to test Xtreme on their most demanding craft and do-it-yourself projects – specifically those that use mixed media materials including fabric, glass, wood and more – giving them the opportunity to be the premier users of this new adhesive and share their experiences on Tombow's social media channels.

Since the program was launched in June, Sticky U has reached more than 38 online craft bloggers who are becoming "sticky subject matter experts" as a result of the program's initiatives, with a goal to secure at least 50 bloggers in the elite course by December 31, 2014.

"For the past century, Tombow has encouraged artistic and creative growth through our innovative product lines, including Xtreme Adhesive," said Jeff Hinn – president, American Tombow. "Through the launch of Sticky U, we are expanding our footprint into the creative arena by offering our loyal fans the opportunity to get out of their 'stickiest' crafting situations."

Bloggers who are interested in enrolling in Sticky U should contact Kasey Barber, social media specialist for Tombow, who will facilitate the provision of the "Sticky U Starter Kit," containing a free sample of Xtreme Adhesive. Every "credit hour" submission for the Sticky U blogging program will earn the blogger's mention on the [Tombow USA Blog](#), the [Sticky U Pinterest Board](#), [Tombow's Facebook page](#) and [YouTube channel](#).

About Tombow

Tombow is today's market leader for arts, crafts and office products. Serving consumers and businesses around the globe, Tombow was established in Japan in 1913 as the wood-case pencil provider for Japanese students. Since these beginnings and undergirded by a history of unparalleled customer service, Tombow has grown the company's portfolio to an award-winning worldwide provider of adhesive tape, ballpoint pens, correction tape, drawing pencils, dual brush pens, glue sticks and liquid glues manufactured in facilities located in Japan, Southeast Asia and Thailand. Worldwide operating divisions distribute Tombow branded products in their respective geographies. For more information, visit www.tombowusa.com.

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