



Tombow Debuts its Most Powerful Craft Adhesive, "Xtreme," to North America
Newest Adhesive Addition Sticks Instantly to Vast Array of Mixed Mediums

ATLANTA – Jan. 8, 2014 – Tombow, a 100-year-old art, craft and office supply company, announced today that the company's latest addition to their adhesives product line, Xtreme, is their strongest tape runner to ever enter the American market.

Xtreme Adhesive was developed to provide consumers with a non-toxic bonding agent in the form of an easy-to-use tape runner that can glue a litany of expansive textures of cardstock, fabric, glass, paper, plastic, rubber and wood. Certified by the Image Permanence Institute at Rochester Institute of Technology as an acid-free product, the tape runner's adhesive is not only safe to use on photos but also provides a powerful bond instantly, with no drying time needed.

"Xtreme Adhesive worked perfectly for making paper packages and using with textured and heavy papers," said Marie Browning, American Tombow's signature designer. "Working with papers is one thing, but I was wowed by the strength of the adhesive when creating mixed media projects such as decorating glass, metal, plastic and wood surfaces with paper and embellishments. I've heard it is five times stronger than all other tape runners, and I believe it!"

Tombow will officially launch the product during the [2014 Winter Craft & Hobby Association Conference and Trade Show](#) at the Los Angeles Convention Center, which runs from Jan. 10-14, 2014. The show features more than 10,000 buyers, designers, exhibitors and industry professionals that showcase new and traditional craft and hobby materials via free demonstrations, seminars and workshops. At its exhibit booth, Tombow designers, including Browning, will be available to work with attendees to evaluate and experience the Xtreme product line.

"As the industry continues to evolve, we noticed that many crafters are working with more mixed media and DIY projects than ever before," said Jeff Hinn – president, American Tombow. "Consumers need one go-to product that can manage and mitigate all of those new crafting needs. Our team has truly created an iconic tape runner that does just that – and blazes the trail for future adhesives."

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 a 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.

For More Information:

Barbara Pritchett

EOS Marketing & Communications for American Tombow

barbara@eosmarketing.com

404.949.3778 (office)

615.390.6008 (cell)

Brittany Gibson

EOS Marketing & Communications for American Tombow

brittany.gibson@eosmarketing.com

404.949.3780 (office)

251.363.6762 (cell)