



Performance Plastics Foams & Tapes

To Our Valued Customers:

Corporate and product branding is more than just a logo or a tagline. It's a *promise to you*, and it is ultimately *defined by you* — in how you perceive our company and our products.

With more than 25 high-performance foam product brands worldwide, the Saint-Gobain Foams & Tapes business recognizes that our recent branding strategy has lacked clarity. **Over the next several months, we will be implementing a much simpler and clearer approach to our product brands** by consolidating our portfolio to just a few key brands. Each brand will convey a clear promise to you — a promise of high quality, performance and durability.

Announcing a Brand New World of Opportunity

Many of our bonding and sealing foams are descendants of products developed by our original plastics business, Norton® Company. This proud heritage and legacy is now represented by the cornerstone brands in our new brand strategy: **NORBOND™** and **NORSEAL®**.



Our Brand Promise:

- Providing durable, long-lasting security
- Solutions to make your products *endure*
- Products to solve your problems

A wide variety of acrylic, polyurethane and polyethylene foam cores with high-performance adhesives, designed for demanding applications

Comprised of Normount®, Norfix®, Norcryn™, EZ-Clad™, SecurEdge®, Tite-R-bond™ and SolarBond®



Our Brand Promise:

- Providing protection in your environment
- Solutions to make your products *perform*
- Products to solve your problems

A wide variety of silicone, polyurethane and polyvinyl chloride (PVC) foams, produced as extrusions, cast foam, sponge rubber, or in-place systems to optimize application value

Comprised of COHRLastic®, Strip-N-Stick™, BCF®, Norprene®, Korel®, AGP®, Norex®, NorTite®, Nortac®, ProtectiON®, Novalastik® and Norglaze®

What Won't Change

Please be assured that we are not making any changes to our products or part numbers. Your purchasing staff won't need to change how they communicate with our factories, and your engineering team won't see any changes in product performance.

Thermalbond®, **Green Glue®**, **Dynafoam™** and **ThermaCool®** will remain as key brands to complement the **NORBOND™** and **NORSEAL®** portfolio.

What Will Change

During the transition, you will notice a variety of changes, including new branding/logos on packaging, liners and paperwork; new brochures and data sheets; and updates to our website. Inventories of existing stock will be depleted over time, but we will do our best to implement these changes efficiently.

Our product, sales and market managers are here to help and will be happy to answer any questions or concerns you may have.

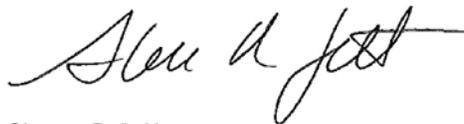
Our Commitment

Saint-Gobain Performance Plastics is one of the world's leading producers of engineered, high-performance polymer products. We are committed to providing the most innovative solutions to virtually every major industry across the globe. Our materials and products are used to measurably improve the performance of our customers' products across a wide range of applications. We instill confidence in our customers that they are serving the best interests of their customers and communities. Our goal is to continue improving the innovative, sustainable and superior quality solutions that make people's lives better, easier and more fulfilling. Saint-Gobain has been doing this for nearly 350 years, so you can count on us to be with you today and into the future.

We thank you for your business and support as we roll out our new brand strategy.



Julia DiCorleto
General Manager, Foams & Tapes



Steven R. Jette
Marketing Director, Foams & Tapes