



LORD 648

October 4, 1999

TO: **ALL Lord Distributors**

Lord Corporation is proud to announce the introduction of **LORD 648**

LORD 648 adhesive is specifically formulated to provide reduced odor and increased flash point compared to other acrylic adhesives.

LORD 648 acrylic adhesive bonds a wide variety of prepared or unprepared metals and some plastics.

Enclosed with this letter is:

A product introduction announcement from Carl Lechner, Market Segment Manager
A Technical Product bulletin
Price Pages
Instructions for obtaining a 50ml sample cartridge

LORD 648 has been developed to provide a high quality acrylic adhesive which offers the enhanced performance characteristics of Lord's acrylic technology with a higher flash point and lower odor for Product Assembly applications. As the adhesive market grows, more customers are looking for alternative assembly solutions; and more competitors are entering the market. In the last year, several competitors have developed lower odor versions of their acrylic adhesives. Introducing a lower odor, higher flash point product will help Lord acquire new business, and strengthen its current technical leadership.

LORD 648 marks the beginning of a new era in adhesives; we want to go forward into that new era together. Good selling,

A handwritten signature in black ink, appearing to be "Carl Lechner", is located at the bottom left of the page.

Jim Perritt