

Photo Release -- H.B. Fuller's Sesame(R) Dry End Technology Delivers Superior Bond, Super-Clean Opening on Dry End of Corrugator

ST. PAUL, Minn., Feb. 18, 2015 (GLOBE NEWSWIRE) -- **H.B. Fuller Company** (NYSE:FUL) has introduced Sesame® dry end technology, the company's latest addition to its innovative line of packaging solutions for corrugated boxes. Sesame dry end products offer all the benefits of H.B. Fuller's traditional Sesame tape products with the added benefit of running on the dry end of a corrugator.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=30846>



"Sesame dry end tapes have been met with great interest among corrugators who are increasingly faced with economic, production and performance challenges," said Peter Lockey, global business director. "Our new technology provides a cost-effective method on the dry end for handle reinforcement, easy opening, closing applications and retail ready packaging. It provides great value to a business where packaging performance and efficient operations are key."

H.B. Fuller's Sesame(R) dry end technology

H.B. Fuller's Sesame dry end tapes combine fiber technology with hot melt adhesives to deliver a strong and durable packaging solution. With the new technology, corrugated manufacturers can get the superior bond and super-clean opening typical of wet-end applications. Applying the tape on the dry end offers additional benefits, such as greater efficiency and tape control. Quick and easy set-ups and roll-to-roll splicing lead to minimized down time and waste.

Corrugated packaging plays an important role in protecting products through the supply chain, and more and more companies are looking for continued brand representation on the shelf. Inadequate packaging can impact a brand's image, generate a negative user experience and result in high packaging or product return costs. H.B. Fuller has a deep understanding of the demands and challenges the packaging industry faces and for decades has worked with the industry to develop smart and cost-effective solutions.

Sesame dry end tape technology provides clear advantages in supply chain integrity. Its reliability and performance has been established through testing that demonstrates it provides better adhesion to the package and better tensile strength than traditional PSA products. Tests show a 218 percent improvement in peel strength compared with a traditional PSA and a 90 percent improvement in tensile strength. In addition to strength, the ability to cut into this fiber-based solution provides a clean edge for great looking retail-ready product displays.

"Over-engineered packaging can lead to high material and production costs," said Lockey. "Having the right design with targeted reinforcement is key to saving you money. For corrugators concerned with high performance and cost, our Sesame dry end technology hits the mark." To learn more about Sesame dry end technology, visit <http://www.hbfuller.com/SesameDryEnd>.

H.B. Fuller is committed to helping corrugators and consumer goods manufacturers meet their performance, safety, cost-saving and sustainability goals. The company's complete line of Sesame tapes is designed to help improve brand image, enhance carton functionality, use less materials, extend box life and strengthen paper cartons for sustainable packaging design. To learn more about H.B. Fuller's packaging solutions, visit <http://www.hbfuller.com/packaging-solutions/>.

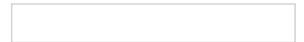
About H.B. Fuller:

For over 125 years, H.B. Fuller has been a leading global adhesives provider focusing on perfecting adhesives, sealants and other specialty chemical products to improve products and lives. With fiscal 2014 net revenue of \$2.1 billion, H.B. Fuller's commitment to innovation brings together people, products and processes that answer and solve some of the world's biggest challenges. Our reliable, responsive service creates lasting, rewarding connections with customers in packaging, hygiene, general assembly, electronic and assembly materials, paper converting, woodworking, construction, automotive and consumer businesses. And our promise to our people connects them with opportunities to innovate and thrive. For more information, visit us at www.hbfuller.com and subscribe to our blog.

The photo is also available via AP PhotoExpress.

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