

“For Immediate Release”

Additional information contact:
Michael Walsh
mwalsh@musselbound.com
+1 (312) 296-6370

MusselBound Launches New Peel and Stick Tile Adhesive Product line & Website

Boston, November, 2011 MusselBound, an innovative manufacturer of adhesives and sealants for demanding applications, announces the launch of both a new line of peel and stick adhesives membranes for setting tile as well as a new website, www.musselbound.com.



MusselBound™ tile adhesive membrane, powered by Tri-Elastomer Technology™, is a double-sided, high-performance, PSA (pressure sensitive adhesive) specifically designed and tested to set, re-position, and permanently adhere all types of tile including; ceramic, stone, porcelain, glass, and marble. MusselBound is a 100% solids, no-VOC, visco-elastic adhesive designed to provide a faster, easier, and more economical installation method for interior wall tile projects.

Tri-Elastomer Technology™ provides the following distinct advantages:

- Exceptional shear & cohesive strength for increased holding power that supports even a 6 lb 12”x 12” tile.
- High tack & peel resistance for instant bond, yet ability to re-position tiles until firmly set
- **Stretch & Release™** provides goof-proof method of removal and reposition ability without damage to substrate.
- Light Grey/Near White color to eliminate adhesive reflectance prevalent with glass tiles.



MusselBound has also launched a new website www.musselbound.com to provide the tile industry turn-key technical and manufacturing support for this rapidly expanding category.

“We are very excited about the feedback we have received as higher performance, better economics, and the ability to remove and reposition with Stretch & Release delivers real value to our customers in this rapidly emerging installation method of peel and stick tile” said Michael Walsh, Vice President of Sales and Marketing.



MusselBound 301 peel and stick adhesive membrane is available in bulk rolls to be factory laminated directly to tile by OEM tile manufacturers.
MusselBound 401 is available in DIY/Contractor size rolls for distribution and field application.

For additional information about MusselBound and our Tri-Elastomer Technology™ Peel and Stick product line, please contact or visit the MusselBound website.

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About us: MusselBound is the leader in cutting edge Peel and Stick adhesives solutions for the tile industry that provide permanent, strong, water resistant, and flexible bonds powered by Tri- Elastomer Technology with Stretch and Release removable performance.

MusselBound

Brewster, MA-USA ● Technical 1 774 212 5488 ● Sales& Distribution 1 312 296 6370 ● www.musselbound.com