





# THE ORIGINAL SUPER GLUE CORPORATION



**1974**

Super Glue Corporation is formed to market instant glues to household users. It is founded in New York State.

**1982**

Super Glue Gel is created, a far more user friendly version of Super Glue

**1985**

Super Glue Corporation is bought by **Pacer Technology**

**1986**

5cc plastic bottle with an "x" cap is created for an easy open system.

**1992**

Brush-on dispensing system is created to avoid the product sticking to fingers.

**2000-2004**

National Hardware Show **Popular Mechanics** awards for "Best New Products".

**2016**

Pacer Technology develop **"The Smart Tube"**.

**2017**

Pacer Technology is acquired by **AC Marca** with the goal of relaunching the Super Glue brand.

**2018-20**

The Original Super Glue launches **Superunix®**, **Total Tech™** and **Super Strong Mounting Tape**, the New Generation of Super Glue products.

# AC MARCA - PACER TECHNOLOGY



AC Marca acquired Pacer Technology / The Original Super Glue Corporation in October 2017 with the objective of rebuilding an iconic American Brand and bringing new value-added technologies to the US market.

## AC Marca profile:

- ✓ Proven track record - 98 Years in business building leading brands in Europe
- ✓ +1000 employees in over 60 countries – Best in Class
- ✓ Innovative and value-added products and technologies with a strong R+D commitment
- ✓ Brand focused - Protect, leverage and enhance brands
- ✓ Safe, effective and environmentally friendly solutions





# CATEGORIES

## INSTANT GLUES

- Superunix®
- Zapit®
- Future Glue®
- Original Formula

## EPOXY

## SPECIALTIES

## TAPES

- Super Strong Mounting Tape
- E-Z Fuse Tape
- Other tapes
- Crafting y Handitak®

## CONSTRUCTION-DIY

- Total Tech™







*THE **NEXT GENERATION** OF SUPER GLUE. **UNIVERSAL**, **INSTANT**, **XTREME**.*



**FIXES ALL MATERIALS** – Even Styrofoam and delicate materials

**XTREME POWER**– Bonds up to 2800 PSI

**SHOCK AND VIBRATION PROOF** – Water resistant and dishwasher safe

**FAST** – 10 Seconds

**ODORLESS AND NON IRRITANT** – Does not irritate the eyes or burn the skin

**MAXGEL FORMULA** – Vertical applications and porous materials





## *BLUE LIGHT CURING CYANOACRYLATE*



**LIGHT CURING SUPER GLUE** – Bonds with or without the light  
**FIX, SEAL & FILL CRACKS**

**STRONG** – Up to 2,500 Lbs strength

**REPAIR CAPABILITY** – Sandable, paintable and can be drilled.

**PERFECT FOR THIN SURFACES** – Zapit can add additional surface.



**APPLY**



**LIGHT**



**DONE**







**PROFESSIONAL** – Surface insensitive Super glue. Bonds to dirty and oily surfaces.

**HIGH CHEMICAL AND TEMPERATURE RESISTANCE** – From -65°F to 180°F.

**LIQUID AND GEL** – Liquid for precision, gel for vertical application and porous materials.

**INSTANT BOND** – Immediate results

**SINGLE USE AND SPECIAL APPLICATORS**– ready and easy to use.

**FUTURE GLUE PLASTIC-FUSE** Advanced plastic adhesive solution, bonds and repairs ALL plastics.



## ORIGINAL FORMULA Tubes and bottles



**FAST AND STRONG BONDS** – Cures in 5 to 10 seconds.

**LIQUID** – Precision, clean breaks and non-porous materials.

**GEL**- Vertical application and porous materials. No runs or drips

**PRECISION AND SELF-PIERCING APPLICATOR** – Easy

**SPILL-RESISTANT BOTTLES**- Includes a flow control nozzle allowing a one-drop-at-a-time application.

**MULTI-PACKS** – to ensure that there is always a fresh tube on hand.





## ORIGINAL FORMULA Dispensers and specialties



### YOU CONTROL THE FLOW!

**ACCUTOOL®** – Push one side for single drops or both for a continuous stream.

**PEN-** Push-point applicator for a one-drop-at-a-time application.

**QUICK FIX** – Extended tip for precision and airtight case for longer shelf life.



**ODORLESS SMART TUBE-** No irritating smell in a unique suck-back tip dispenser for perfectly clean results.



**DISHWASHER SAFE** - Crystal clear formula and both water and heat resistant.

**LEATHER & WOOD** – Special formulation for porous wood and flexible leather.

**REMOVER** – Super glue and cured adhesive remover.



## 5 MINUTE

Set time: Quick setting  
Strength: 1,200 PSI  
Cure Color: Light Yellow



## 90 SECONDS

Set time: Instant setting  
Strength: 2,000 PSI  
Cure Color: Light Yellow



## 5 MINUTE GEL

Set time: Quick setting  
Strength: 1,500 PSI  
Cure Color: Cream



## 30 MINUTE

Set time: Delayed setting  
Strength: 2,000 PSI  
Cure Color: Light Yellow



## 5 MINUTE METAL

Set time: Quick setting  
Strength: 2,500 PSI  
Cure Color: Light Gray

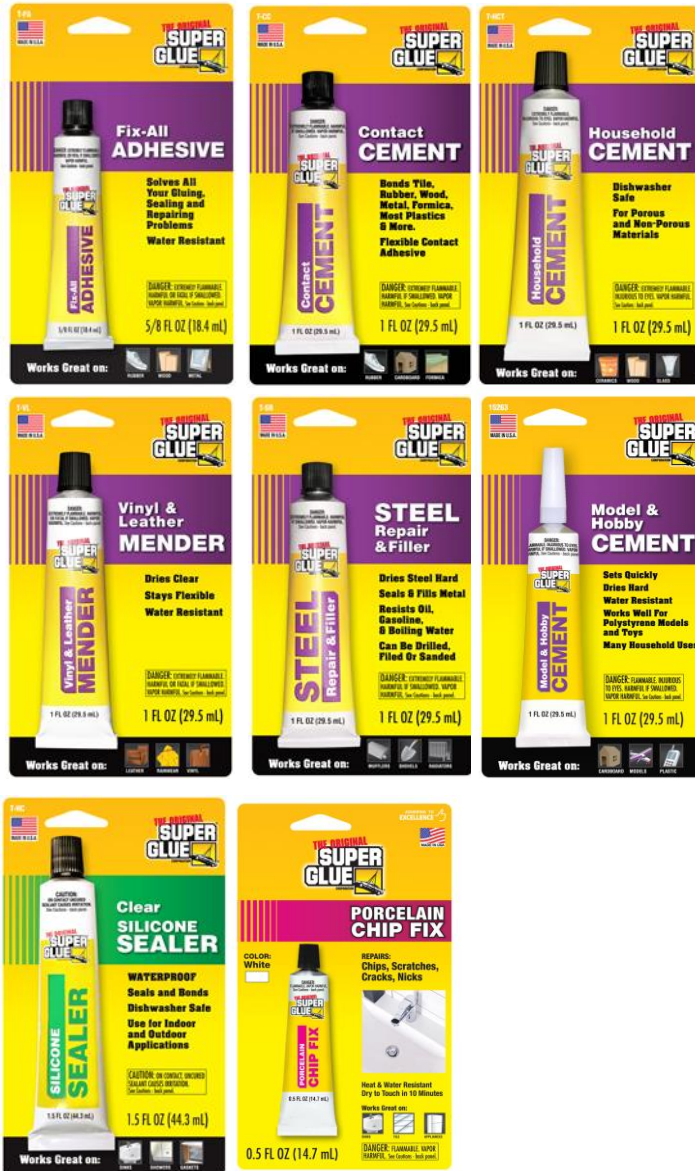


## 10 MINUTE PLASTIC

Set time: Fast setting  
Strength: 4,000 PSI  
Cure Color: Light Yellow







Solvent based cements for bonding that require flexibility and a high resistance.

**FIX-ALL ADHESIVE** - All-purpose solvent glue and sealer.

**CONTACT CEMENT** - Flexible acrylic contact adhesive. Perfect for flexible materials.

**HOUSEHOLD CEMENT** – Dishwasher safe, repairs all household items

Special formulations for specific use:

**VINYL & LEATHER MENDER** - Repairs slits and tears on Vinyl and Leather.

**STEEL REPAIR & FILLER** - Repairs holes and cracks on any steel or steel alloy object.

**MODEL & HOBBY CEMENT** - Ideal for use when assembling polystyrene models.

Special formulations for specific use:

**PORCELAIN CHIP FIX** - fixes scratches, cracks, chips and nicks on white appliances.

**CLEAR SILICONE SEALER** – Indoor and outdoor sealer. 100% watertight.





## REAR VIEW MIRROR ADHESIVE

Fast and strong bond of metal brackets to windshields

Withstand high temperatures and sun exposure

Bonds metal to glass, glass to glass and metal to metal



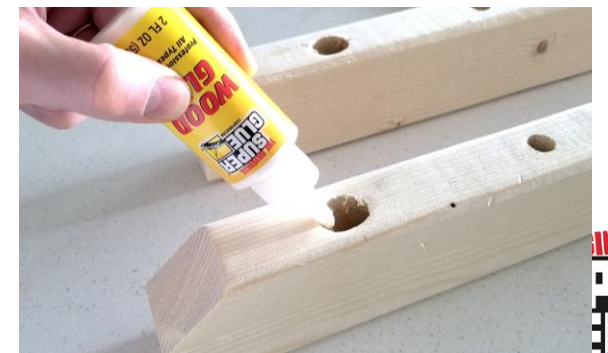
## PERMANENT AND REMOVABLE THREAD LOCKER

Prevent threaded metal fasteners, nuts, bolts and screws from loosening due to impacts and vibrations.



## WOOD GLUE

Professional strength wood glue. Works on all types of wood and dries clear. It can be sanded and drilled once cured.







## MOUNTING TAPE



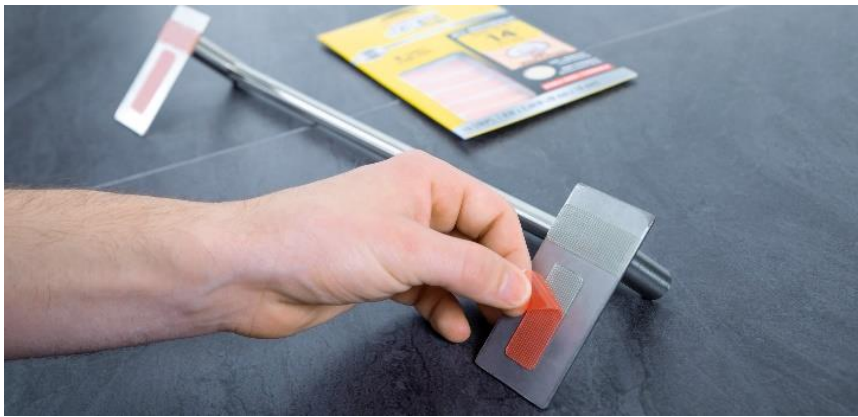
**SUPER STRONG** – Up to 14 Lbs per Strip/ 300 Lbs per Roll

**INSTANT TACK AND BOND** – 0 seconds

**INDOOR & OUTDOOR** – Water-resistant

**PERMANENT** – Mesh Reinforced for a long term endurance

**ALL MATERIALS** – Solvent free to be used in any surface



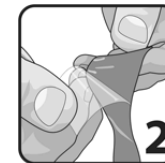
## EZ FUSE TAPE



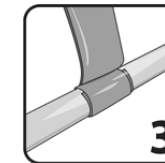
SELF-FUSING SILICONE TAPE – Bonds to itself and leaves no residue.  
 INSULATES 8,000V – per unstretched layer  
 PERMANENT REPAIR IN ANY MATERIAL – works in any surface.  
 EXTREME RESISTANCE – Sunlight, salt water, extreme temp (-60F to +500F) and pressure.  
 WATERPROOF AND AIRTIGHT – It can be applied even underwater.



CUT



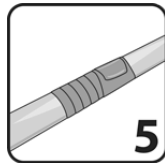
PEEL



WRAP



STRETCH



FINISH







## PERMANENT PATCH

Permanent and waterproof

Paintable, moldable and sandable

Works on fiberglass, plastic, metal, rubber and more



## PERMANENT MOUNTING TAPE

Holds up to 6 Lbs per sq in

Moisture Resistant

Indoor and Outdoor

Permanent bonding

Use on tile, metal, glass, mirrors, etc.



## FOAM MOUNTING TAPE



**DOUBLE SIDED FOAM TAPE** – User friendly

**ACID & LIGNIN FREE** – Photo safe, does not damage paper

**PERMANENT** – Ideal for long-term projects

**PERFECT FOR LAYER PROJECTS** – Creates a 3D effect





**PERFECT FOR POSTERS AND PICTURES** – or any other light weight decoration  
**WORKS ON SMOOTH SURFACES** – Perfect on wood, stucco or tile  
**INTERIOR USE ONLY**  
**GREAT FOR TEMPORARY DECORATIONS** – Seasonal, Birthday parties, etc.







## HEAVY DUTY CONSTRUCTION **ADHESIVE** + HEAVY DUTY ALL-PURPOSE **SEALANT**

INSTANT GRAB & HOLD  
GREAT STRENGTH 430 PSI  
ALL MATERIALS  
ALL CONDITIONS  
EVEN UNDER WATER

FLEXIBLE, 370%  
ELONGATION  
100% WATERTIGHT  
FAST- DRIES IN 1 HOUR  
PAINTABLE  
UV RESISTANT





# ADHERING TO EXCELLENCE







**THE ORIGINAL**  
**SUPER**  
**GLUE**

CORPORATION



**PARTNERSHIP**

**#GLUEDTOTHEACTION**



# LIVE EVENT

**4M+** ATTENDEES

- 14% increase in attendance from 2018
- 36,000 average attendance
- Ticket purchasers ages 18-34 grew 10% from 2018
- 130 unique markets in North America
- 30 countries and 57 markets globally

\*Numbers are through World Finals





# BROADCAST HIGHLIGHTS

Monster Jam began a new partnership with NBC at the start of the 2019 season. NBCSN relaunched their brand position as the home of motorsports and are taking their commitment to category growth seriously. NBC continues to integrate Monster Jam into their other programs and channels such as the NBC Sports Motorsports YouTube channel.

VIEWERSHIP

## 8.25M+

TOTAL VIEWERS  
\*as of Dec. 11<sup>th</sup>

## 117

HOURS OF BROADCASTS  
\*as of Dec. 11<sup>th</sup>



# NATIONAL TELEVISION

## :30 Second TV Commercial

- Included on all original and first repeat airings

## Glued to the Action Replay

- Every freestyle run gets a 15-20 second replay
- 8-10 freestyles a show



# SOCIAL MEDIA HIGHLIGHTS

From Jan. 1 to May 31, MJ had the **most engagement percentage on posts at 7.2%** across the top 5 major motorsports (IndyCar, F1, NHRA, MotoGP, and NASCAR)

Interactions have increased **10%** YOY across all MJ channels



Since the 2018 World Finals, Monster Jam channels increased followers by **18%**

Video views have increased **119%** YOY across all MJ channels

FOLLOWERS


**2.5M+**  
FOLLOWERS ACROSS  
MJ CHANNELS

**18%**  
FOLLOWER INCREASE

**1.6M Followers**

**470K Followers**

**61.2K Followers**

**372K Subscribers**





# DIGITAL HIGHLIGHTS



**15.8M** PAGE VIEWS

**3.3M** USERS

**8%** INCREASE IN USERS

**40%** INCREASE IN INTERNATIONAL SESSIONS



# PR HIGHLIGHTS

LATEST NEWS   ONLINE ISSUES   WORLD MARKETS   SUBSCRIBE   ADVERTISE   ABOUT   RE

### Cedar Fair and Feld Entertainment partner to bring Monster Jam Thunder Alley to select theme parks

Apr 11, 2019   Joe Kleiman   Attractions, Headlines, News, North America, Theme Parks, World markets   Comments Off



### Great Clips hosts event for Ronald McDonald House families

April 16, 2019



More than 50 attendees were at Great Clips' Ronald McDonald House event, which included a meet and greet with Monster Jam driver Bryce Kenney.

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### Monster Jam, Seahawks team up to surprise Mercy Housing family in Kent

Saturday, March 16, 2019 11:58am   NEWS

ESPN W   SPORTS   VOICES   LIFE/STYLE   CULTURE


### Monster Jam World Finals freestyle winner Linsey Read on being a role model

By Mike Jones | May 16, 2019   ESPN.com



Linsey Read, a mother of three girls, won the biggest prize in the sport and outlasted 23 of her fellow athletes to become the first mom to win a Monster Jam World Finals championship in the event's 20-year history.

Cincinnati.com   HOME   NEWS   SPORTS   BUSINESS   THINGS TO DO   JOBS   USA TODAY



### Friday, 5-year-old Brendan Hogan came home from preschool to find his bedroom transformed into a Monster Jam den.

There were Monster Jam posters on his walls, Monster Jam trucks, hats and helmets stacked atop every piece of furniture, Monster Jam bedclothes on his bed. Even, thanks to Monster Jam and Operation Homefront, a real-live Monster Jam driver.

Standing in the middle of everything was Kayla Blood, a former member of the National Guard who hails from Lafayette, Louisiana. She now power-drives Soldier Fortune, a 10,000-pound, 1,500-horsepower hog of a truck during Monster Jam truck races in shows across the country and on television.

So how did Brendan, who lives in Union Township, get so lucky?

EARNED MEDIA

\$10.8M

+ TOTAL AD VALUE

4.7M+

TOTAL AGGREGATE READERSHIP/VIEWERSHIP

The moms of Monster Jam: Meet the women who drive monster trucks

Monster trucks? Epic stunts? Fan meet-and-greets? These moms are winners and have the trophies to prove it.

Make-A-Wish surprises Michigan City boy





# IN-PRODUCT PROMOTION / TRADESHOW ACTIVATIONS





## NATIONAL MARKETING

### Social & Digital Media Investment

Paid campaigns in:

- Facebook Ads (Facebook & Instagram)
- Google Ad Words
- You Tube

Special investment in DIY and craft Influencers.


- Tutorials
- Seasonal projects
- Craft and DIY tips

New website and community development




- Own social media: FB, IG, Pinterest
- New Website




## INFLUENCERS




A woman with long brown hair, wearing a red cardigan over a black t-shirt that says "I JUST WANT TO DRINK Pumpkin Spice Lattes DIY".

 205k + subscribers  
 40k + followers  
 6k+ subscribers






Two boxes of Super Glue: one labeled "SUPER UNIX" and the other "SUPER GLUE 300".

**The Daily DIYer**



A man in an orange t-shirt and jeans, kneeling on a wooden floor, applying yellow glue to a piece of wood.

 270k + subscribers  
 63k + followers  
 3.6k followers  
4.6M monthly views



A tube of Super Glue and a box of Super Glue 300.

**Mr. Build It**

DIFFERENT INFLUENCER APPROACH. Based on annual contracts with periodical content generated in order to:

- Be able to calendar and maximize the content.
- Partnership. We commit with them so they can commit with us.
- Exclusivity. They won't work for any other adhesive company in 2020

THE ORIGINAL

SUPER

THANK YOU

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GLUE

CORPORATION

