

Mercury Adhesives

Press Release

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Mercury Adhesives Announces 3 Worldwide Distribution Partnerships

Cumming, Georgia and to release at the I-Hobby Expo 10/16/07

Mercury Adhesives announced today that their complete line of Scientifically Engineered Adhesives are now available via three new high-profile distribution outlets. Retail shops can now order direct from Horizon Hobby in the USA, HiFLIGHT Radio Control in Canada and Tates Performance Aircraft in Australia. These new partnerships will bring the total retail outlets available for Mercury Adhesives products to nearly 3000 worldwide.

Cliff Whitney, Mercury cofounder recently stated, “The positive response to Mercury products in the marketplace has been overwhelming. These new partnerships were born out of each party doing what they do best. While dealers can continue to order direct from Mercury, we wanted to focus on our research, manufacturing and marketing specialties leaving the distribution to a few key players around the world who can do it right.

Since the Mercury introduction at the Toledo show many distributors have been begging to carry our line. Mercury however is not just another adhesive SKU and we knew with the reputation HiFLIGHT, Horizon and Tates have with their respective customers and with the integrity that the three companies have that they were the best partners for us. These three partners have taken the time to learn the Mercury products in depth. The USA manufacturing and in particular the science behind Mercury products sets us apart from all others and the more consumers learn about Mercury the choice of which adhesives to use will be clear.”

About Mercury Products

Most users have never given much thought to their various adhesives but Mercury has changed the way users think about and use adhesives. The Mercury tag line says it best.... Scientifically Engineered Adhesives!

Each Mercury product is specifically formulated for a given task. Mercury recognizes that USA made quality is of the utmost importance and has put in place the technology and a global supply infrastructure to get things done. Mercury is proud that their adhesives are accredited ISO9001-2000 and QS9000. The medical division products are USP Class VI approved, and our products possess numerous military and original equipment manufacturers approvals. These high quality products and standards allow all Mercury products to carry an unconditional replacement warranty.”

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About Mercury Products

Have you been frustrated, fed up or just plain mad that the stem on your glue bottle is clogged or that you have to take a pair of pliers to get the top off only to find the glue inside already hardened up? The bottle top Mercury has designed is clever and actually screws on and off instead of the usual push on and pull off. This assures a smooth operation and a good tight seal keeping the adhesive fresh and helping prevent spills. The Mercury bottle tip is also scientifically engineered in such a way as to help prevent clogging. This remarkable cap is actually two caps in one to preserve freshness and is designed with a pin built right into the tip of the cap to keep the application channel clear.

No more clogging up, No more hardened CA, No more frustration!

About Mercury Adhesives Corporate

Mercury is a privately held corporation located in Cumming, GA. Mercury products are sold to consumers via established high-quality retailers. The Mercury mission is to manufacture and distribute the highest quality "Scientifically Engineered" adhesives to dealers around the globe. More info is available at www.mercuryadhesives.com.

About HiFLIGHT Radio Control

Since 1993, Hiflight R/C Ltd. has been providing quality radio control models and accessories to retail stores across Canada. With over 60 years of combined radio control experience, the two owners of Hiflight R/C really know this hobby. Hiflight R/C provides sales, service, and support to over 300 dealers across Canada and represents over 50 well-respected radio control product lines. More info is available at www.hiflightrc.com.

About Horizon Hobby

Horizon Hobby is an employee-owned company that is known throughout the industry for its exceptional attention to customer needs, outstanding product expertise and, most importantly, integrity. Founded in 1985, Horizon Hobby, Inc. is an international marketer and distributor of radio control (RC) cars, boats, planes and helicopters; model railroad; plastic and die-cast models; and other general hobby products. More information is available at www.horizonhobby.com.

About Tates Performance Hobbies

Tates is a specialist radio control hobby distributor in Australia founded by Eddie Edwards 26 years ago. Located in Geelong Victoria Australia, Mr. Tate has been in the "R/C Hobby" for 35 + years. He competed in R/C Aerobatics - F3A - for 20 years, won multiple Australian national championships, and represented Australia at 5 World Championships.

Tates represent exclusively in Australia, many well known international R/C brands and distribute them to the hobby trade / retail hobby shops in Australia.

See more at www.tates.com.au.

Press images

Images for print can be found under the press images link at

<http://www.mercuryadhesives.com/aboutmercury.htm>.