

**News Release
For Immediate Release**

Franklin Adhesives & Polymers Launches YouTube Channel

Customers now can click on Franklin Adhesives & Polymers' growing library of how-to and other types of videos on the renowned YouTube forum for sharing originally created videos. The division also maintains a blog and LinkedIn discussion group.

Franklin Adhesives & Polymers, a division of Franklin International, has launched a YouTube channel to share its growing collection of videos it created with customers and prospects in the wood products manufacturing, coating and tape and label manufacturing and filter manufacturing industries.

The channel, accessed at <http://www.youtube.com/user/1935Franklin>, links to how-to and other types of videos produced by the division to introduce company capabilities and products and to provide technical support to viewers. For example, the channel includes a series of three new videos with tips for properly preparing joints in the manufacture of wood products and for troubleshooting adhesive problems.

“With more than four billion of its videos viewed daily, YouTube is clearly the most widely used forum for reaching our domestic and global prospects and customers,” said Abbe Raabe, marketing communications manager for Franklin Adhesives & Polymers. “We are excited to expand our customer-communications avenues through this channel.”

Its YouTube channel expands Franklin Adhesives & Polymers growing presence in social media. The division also maintains a weekly blog, *Franklin Connections*, and an active LinkedIn Discussion group, “Ask the Adhesives’ Expert.” All social media can be accessed via the division’s home page, www.franklinadhesivesandpolymers.com.

MORE

Franklin Adhesives & Polymers manufactures adhesives for filter assembly, wood and wood products, office products and food packaging. The division supplies product and local service in more than 60 countries on six continents across the globe and operates a plant in Guangzhou, China to serve the Pacific Rim more efficiently.

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