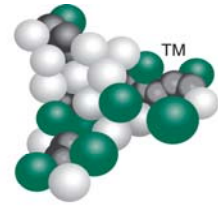


CHEMLINK

Advanced Architectural Products



Contractor Driven

Newsletter Date :
April 2008

Info Link

Chem Link Welcomes James Larke

Chem Link Welcomes
James Larke

Technical Services

Chem Link Product
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Jim Larke has become a part of **Chem Link's** Research and Development team. His responsibilities will include standardizing and archiving technical data used and produced by the Research and Development department, including testing procedures and matters relating to intellectual property. He joins Jon Ballema and team under the direction of Phillip Georgeau, head of R&D.

stints with law firms in Los Angeles and Switzerland. He is happy to be back in the Kalamazoo area where he grew up and pleased to find a position where his varied skills will be put to excellent use.

The Green Spot
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Jim is an alumnus of Western Michigan University with a major in biology and a minor in chemistry. He also holds a law degree from Franklin Pierce Law Center in New Hampshire.



Above: James Larke, Technical Services

Sales and Marketing
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Jim's work experience includes two years in R&D for National Starch and Chemical in New Jersey and

Chem Link Product Spotlight: DuraLink

This month we are featuring **DuraLink**, **Chem Link's** Super Adhesion Sealant that has been on the market for over a decade. We believe **DuraLink** is one of the best sealants made today. One feature that puts **DuraLink** in a category by itself is that it bonds to Kynar. In November 2007, **DuraLink** was validated by the Sealant, Waterproofing

and Restoration Institute (SWRI). Its high performance for both moving and non-moving applications provides a long lasting weather tight seal for a variety of building substrates.

Use **DuraLink** for low slope roofing, shingle roofing, architectural metal, glazing, masonry, expansion joints,

EPS foam, FRP fiberglass and isocyanurate foam. In addition, **DuraLink** will seal the following: metal with acrylic, epoxy or Kynar coatings, galvanized steel, anodized aluminum, vinyl, siding and windows, wood, EPF and fiberglass.

We have redesigned the 24-pack carton

(10.1 oz. tubes) to enhance distribution display. The cutaway box features eye-catching graphics, our new *Contractor Driven* logo and the **Contractor Hot Line** phone number. The 24-pack carton is a handy way to your contractors with a premium product and save money too. (Continued on page 2)

Green Spot: Spring Is Here!

Spring is finally here!

Contractors are busy lining up seasonal work schedules.

There is one segment of the building market that is growing. That segment is green building. All indicators are that this admittedly small sector of the industry just keeps on growing. Demand continues to increase among municipalities, education communities, homeowners and developers who are attuned to the rising environmental—and cost savings--attributes of green building practices.

More and more contractors are realizing that now is an opportune time to go after their share of the expanding green building market. They are looking for solid information on green building practices and products that they can use to their advantage. Trade magazines, trade shows, training modules and webinars are scrambling to provide information. Manufacturers are touting their green (or greenwashed) products and third party certification organizations are also growing in number. The contractors' task becomes to sort through

the chaff to find solid, useful information to build a business on.

Some products are certified green, and that's good. But new products are appearing at a rapid rate and the cost of green certification is high. Trying new products is one way to find the useful ones, although this can be time consuming. Networking with other contractors can save time. Trade shows and magazines can provide useful information.

Another reliable way to increase green product expertise and save time is to buy materials through trusted manufacturers, those which provide easily accessible product information and which back up the performance of their products. **Chem Link** is one of those companies, and has been since 1990. We invite you to call for expert, timely information on our high performance and environmentally safe adhesives and sealants and their applications:

Contractor Hot Line (800) 826-1681

www.chemlinkinc.com

Chem Link Product Spotlight (Continued from page 1)

You can also order **DuraLink** in the popular 16-tube (10.1 oz) Field Pack pail, and special order the two-gallon and five-gallon buckets and 28-oz cartons. Standard colors are: White, Almond, Gray, Limestone, Bronze, Medium Bronze, Black, Forest Green, Terra Cotta, Tan, Stone and Aluminum Gray. (Color matching is available in batch quantities with a two to four week lead time.)

DuraLink is a polyether moisture cure that contains no Proposition 65 listed materials.

It meets ASTM C-920 and TT-S-230C standards. At the heart of all **Chem Link** product development is a concern for worker safety and environmental stewardship. All **Chem Link** products are designed in our laboratory with leading edge chemistry and then manufactured in our facilities with zero VOC polymers. They perform superbly in the field with maximum flexibility and safety. Input from contractors

who use and specify our products helps us to consistently meet these standards.

Check our redesigned web site for Technical Data Guides, MSDS, Guide Specs, or to locate our trained manufacturer's sale rep serving your area: www.chemlinkinc.com

Distributors, Listen up! Chem Link is extending the **DuraLink** Promo to run through April 30. When you order ten units of **DuraLink**, (24-pack cartons or Field Packs) you get one FREE. (Order can be mixed colors and packaging.) For information, or to order, call Dana Castle or Merri Krishnan, Inside Sales, **(800)-826-1681 Option 2**.

If you are looking for a sample, or technical assistance with a **DuraLink** application, please call **Contractor Hot Line**, now with extended hours for live assistance, **(800) 826-1681**.



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On a trip home from a trade show I had the opportunity to talk with a couple of people about the medical business. It was strange as one was looking forward to the upcoming year and was excited to be in such changing and exciting times. His company was forecasting a 22% growth over last year and already had business booked throughout the year. The other person was worried about what to do and if the economy didn't turn quickly they would have to rethink their options. The real interesting part was that they were both from an area of the country that continually says that the economy is hurting. As I listened, I found myself thinking that no matter what sector of business we are in some will see the glass half full while others see it as half empty.

Chem Link is definitely in the 'half full' mode and if the first three months are indicating our future we will have a great year! We owe this to our loyal contractor base and the great distributors

that we have around the country. It is your aggressive nature to turn every opportunity into a sale and to service your customers above and beyond that makes it possible.

On our end we have extended our technical service hotline so that a live person is available for questions from 8:00 AM to 8:PM EST every day. We are also continuing to improve our website each month and soon you will see a "distributor locator" button for your contractors to find you. In the field we have independent sales people who are experienced and know the entire construction market. **Chem Link** has also hired two new technical services representatives to help with those tough projects. New equipment and a seasoned production crew has tripled our capacity in two short years!

As a part of our commitment to you, **Chem Link** will be run-

ning specials throughout the rest of 2008. Keep an eye on our website, call our inside sales staff or talk to your local rep to see what new and exciting deals we have to offer. Our goal each and every day is to help you through those tough roofing, sealant and water-proofing problems with the best most environmentally safe product.

Once again we want to thank you for your continued support and we will continue to earn your business each and every day.

Dennis Kelley

Chem Link Brand Manager



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