



Elmer's and LiquiGlide Join Forces

Renowned Glue-Maker and Slippery Coatings Leader Sign Exclusive Agreement to Create Innovative Products

Cambridge, Mass. – March 24, 2015 – LiquiGlide Inc. today announced an exclusive licensing agreement with Elmer's Products, Inc. Elmer's will explore LiquiGlide's breakthrough [slippery coating technology](#) to create innovative new products.

For more than 65 years, Elmer's has been providing creative adhesive solutions that support success and turn ideas into reality. By continuing to develop innovative new products, Elmer's has become the trusted brand when it comes to fueling creativity and providing outstanding product performance in the classroom, at home, in the workshop and at the craft table.

Consumer packaged goods (CPG) firms, like Elmer's, competing in mature markets have increasingly turned to LiquiGlide as a source of product innovation, differentiation and growth. Fueled by this, LiquiGlide helps brands create better consumer experiences by providing them with environmentally friendly, custom coating solutions that allow sticky liquids to slide effortlessly.

"At Elmer's, we're not only focused on inspiring creativity, we're focused on delivering an experience for our customers that's environmentally and socially responsible," said Joe Wetli, Director of Innovation and Business Development at Elmer's Products, Inc. "Our partnership with the creative scientists at LiquiGlide will help us access new technologies that can provide differentiation across our product portfolio."

LiquiGlide's coatings are created by combining a textured solid with a liquid – chosen from hundreds of potential materials – resulting in a permanently wet slippery surface. The materials for LiquiGlide's coatings include many FDA-approved materials, which comply with Elmer's stringent standards for safety and quality.

"LiquiGlide will provide Elmer's with a significant competitive advantage, while showcasing their commitment to product innovation and environmentally friendly best practices," said LiquiGlide CEO and Co-Founder, Dave Smith. "Working with market-leading firms like Elmer's continues to validate LiquiGlide's technology and the value it brings across a broad spectrum of industries, including CPG."

- To learn more about LiquiGlide's platform technology, visit: <http://liquiglide.com/tech/>.
- To learn more about LiquiGlide, please visit www.liquiglide.com, contact us [online](#) or via email at info@liquiglide.com.

About Elmer's Products, Inc.

Originally part of the Borden® Company, Elmer's has been producing iconic products since 1947. Today, Elmer's produces a variety of products developed with a dedication to quality, innovation and creating meaningful bonding moments. Elmer's is more than just glue. Our products are tools that help create lasting memories and build upon the necessary skills to prepare our youth for academic success. For more information, visit Elmers.com or follow the brand on [Twitter](#) and [Facebook](#).

About LiquiGlide

LiquiGlide Inc. is the first company to create permanently wet slippery surfaces. What the wheel was to transportation, LiquiGlide is to liquids – it changes how liquids move. From oil and gas, to better packaging for consumer goods, to high-tech medical equipment, LiquiGlide's technology allows viscous liquids to move easily. Using its patented platform, LiquiGlide can create custom coatings that work and are safe across countless consumer and industrial applications.

LiquiGlide was founded in 2012 to commercialize MIT's patented liquid-impregnated surface technology. The patents are licensed exclusively to LiquiGlide and include three issued patents and more than a dozen pending. www.liquiglide.com

###

Contact:

Mark Daly
Davies Murphy Group
liquiglide@daviesmurphy.com
(781) 418-2411