



2020 DIGITAL BRAND GUIDELINES



H.B. Fuller

Connecting what matters.™

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Note: Please scroll over all content to explore links.

PURPOSE

It is our goal to provide the best content experiences for all H.B. Fuller customers, prospective customers, employees and stakeholders. We have created this guidebook to provide employees with useful information about how we present H.B. Fuller and its associated brands to external audiences via digital marketing communications channels.

> Visit: hbfuller.com/corporate-communications-digital-guidelines to download guidelines, logos, templates and more!



CHANNEL MANAGEMENT





CHANNEL MANAGEMENT

Corporate Brand Guidelines

H.B. Fuller Style Guide

Following are H.B. Fuller corporate brand guidelines.

Brand

Brand Personality: Just like a person, our brand has a personality – a fundamental set of characteristics that describe who we are and the purpose we serve. Everything we write, speak and produce should strive to capture the following characteristics:

- > *Knowledgeable:* No other company can match our global adhesive technology and operations expertise.
- > *Passionate:* We tirelessly pursue answers and innovative ways to solve customer challenges.
- > *Collaborative:* We value long-term partnerships with our customers and invest in their success.
- > *Genuine:* From the board room to the manufacturing floor, we pride ourselves on being approachable and authentic.

Writing Style and Tone

What we say and how we say it shapes our brand in the minds of our employees, partners and customers. Because we communicate with a variety of audiences around the world with varying levels of technical knowledge, we strive for balance when representing H.B. Fuller – not too casual and not too scientific.

— *Too light:*

- Overly simplistic or vague
- Using slang or colloquialisms
- Language that's hesitant or passive
- Overly promotional or fluffy

***Incorrect:** “Our FlextraFast™ flexible packaging adhesives are the best in the marketplace. While other providers can offer you a flexible package to seal your goods, FlextraFast™ offers an unbelievable bond that dries incredibly fast, keeping your product safe and secure. So, are the adhesives you use flexible or FlextraFast™?”



Corporate Brand Guidelines

H.B. Fuller Style Guide (cont.)

— *Too heavy:*

- Focused just on technical features
- Arrogant or absolute
- Stiff and lacking emotion
- Not customer-centric

***Incorrect:** *"Our patented, solvent-free and solvent-based FlextraFast™ flexible packaging adhesive system is formulated to successfully bond all common substrates at line speeds greater than 1,000 fpm, while ensuring most structures are PAA compliant in a matter of hours. Plus, some of our FlextraFast™ adhesives employ sophisticated chemistry, making them more resistant to smearing due to the low solubility of the inks in the adhesive system."*

— *Balanced:*

- Personable and approachable
- Knowledgeable yet humble
- Brief, but not fragmented or choppy
- Customer-benefit focused, using "you" language

***Correct:** *"With consumers demanding greater speed and convenience from their packaged foods, your business is under tremendous pressure to quickly innovate and produce smart, flexible packaging solutions, or be left behind by the competition. Our high-performance FlextraFast™ flexible packaging adhesives have an excellent appearance, can be produced at high line speeds and cure fast, cutting your manufacturing time by XX% - helping you grow your business faster."*



Corporate Brand Guidelines

H.B. Fuller Style Guide (cont.)

Messaging

Key Messages: These key messages are the pillars that support the H.B. Fuller brand. They identify the most important things we offer customers and partners, and together, they make up our competitive advantage. These messages aren't intended for verbatim use. Rather, weave the language into both internal and external communications where appropriate.

— *Key Message 1: Global expertise and experience*

With extensive adhesives expertise, state-of-the-art R&D and manufacturing facilities, and deep knowledge of specific applications and global markets, H.B. Fuller can design the ideal solution for any application.

— *Key Message 2: Innovative problem-solving*

Our team of experts has a proven track record of developing new products and enhancing existing processes to help customers get to market more quickly and cost effectively.

— *Key Message 3: Responsive and easy to work with*

Founded on a spirit of collaboration and shared success, H.B. Fuller proudly invests in long-term customer partnerships and is committed to supporting customers today and growing with them tomorrow.

> *Tagline:* Next to our company logo, the tagline is one of the most visible parts of our brand identity. The tagline, Connecting what matters, is inherent in what we do for customers, partners and each other every single day. Here are just a few ways we forge those connections:

- Our focus on perfecting adhesives means we're continuously developing innovative products that literally connect the world.
- Our global reach connects customers with raw materials virtually anytime, anywhere.
- Our commitment to innovation connects people, processes and products that solve customer challenges.
- Our promise to our people connects them with opportunities to innovate and thrive.
- Our reliable, responsive service creates lasting, rewarding connections with customers.



Corporate Brand Guidelines

H.B. Fuller Style Guide (cont.)

> *How to Use the Tagline in Copy*

- The tagline, Connecting what matters, is an important part of H.B. Fuller's purpose-driven brand. Instead of focusing simply on what we make, the tagline tells a bigger story of what we do and why it matters.

— *Example 1: Headlines*

- The “connections” theme can be used for brand-level and product-level communications, provided you mention the two elements H.B. Fuller connects or enables the connection of.

***Correct:**

“Connecting high stakes with high performance.”

“Connecting people with what’s next.”

“H.B. Fuller connects customers and opportunities.”

***Incorrect:**

“Connecting customers around the world.”

“We connect superior solutions.”

— *Example 2: Body Copy*

- We encourage you to use the tagline in body copy to reinforce the message with your audience. No trademark symbol is necessary for use outside the logo. Feel free to use the tagline verbatim or adapt as needed.

***Correct:**

“We’re H.B. Fuller, and we’re connecting what matters.”

“With a presence in more than 100 countries, we connect customers with the market opportunities that matter most.”



CHANNEL MANAGEMENT

Corporate Brand Guidelines

H.B. Fuller Style Guide (cont.)

> *Do Not Use Any Other Tagline*

***Incorrect:**

"Our Focus is Clear. Perfecting Adhesives."

"Our passion connects the world's greatest ideas."

"Building the best adhesives company in the world."

"Faster. Better. Smarter. Packaging."

Visual Identity

- > Logo (to include portion on product/affiliate brands currently referred to as Brand Architecture)
- > Typography
- > Color Palette
- > Photography
- > Infographics
- > Connection System
- > Design Resources

Communications

- > External
- > Internal



Corporate Website



Search Engine Optimization Best Practices

Search engines look at a wide variety of on-page and offsite factors to determine the ranking position of any given page. While offsite factors (items such as links to your site, social media referrals, directory listings) aren't completely within your control, making sure to properly optimize the on-page factors that affect SEO can help your site perform better and bring in more relevant traffic.

Keyword Research

Use the existing page content as well as analytics data to identify important keywords and phrases. You can use analytics to see what terms are searched more often, through both internal search and external search engines, and use those phrases to ensure that there is relevant content to match those searches. You can then use keyword research tools to help determine the average monthly search volume of these phrases as well as to find variations of the keyword that may have more searches or work better on the site. Global Communications can help you pull the analytics data from the pertinent web pages.

There are some free keyword research tools available to use for finding the best keywords to target. Below is a list with a little information about each.

- *Ubersuggest*: This tool is a great way to get information on a seed, or base, keyword as well as get new keyword ideas. It provides volume data, cost per click, paid difficulty, SEO difficulty, and trend information over the past 12 months. You can also find content idea suggestions that may help identify blog topics that might be beneficial for your site.
- *Google Trends*: Google Trends is a tool that shows the relative popularity of keywords over the past 12 months. It also will show related queries so you may find new keywords that might be useful. Note that this tool only works with keywords that have a fairly large amount of monthly searches and does not provide search volume data.
- *Keyword Sh*tter*: This tool uses a seed keyword to generate keyword suggestions that use information from Google Autocomplete. This tool can generate a lot of keywords but does not include volume data. It does provide the ability to add positive keywords (it will only generate suggestions that include the positive keyword) and negative keywords (it will only provide suggestions that exclude the negative keyword) to refine your search.
- *Keywords Everywhere*: This is a Chrome extension that adds search volume, cost per click, and competition information to many of the free keyword research tools that lack that data. When used in conjunction with the tools listed above, it provides the volume and competition data that is helpful when deciding which keywords to target.



Corporate Website



Search Engine Optimization Best Practices (cont.)

Page Optimization

Optimize the page title and meta description sections with relevant keywords for each page. Page titles should be between 60-70 characters, and meta descriptions should be between 135-160 characters to create an optimal search snippet. Page titles are a primary ranking factor and, when properly optimized, will help the page rank higher in relevant searches. The meta description is not a ranking factor, but can help improve click through rates when it gives an accurate description of the page.

The main heading tag and all page content will be analyzed and optimized for proper keyword variations, occurrence and frequency. Additionally, including relevant contextual links, or clickable text, within the page content can help signal to search engines that the linked content is important and relevant to the content, and can help both pages rank better in search engine results. However, only highly relevant pages should be linked because a link that never gets clicked or causes visitors to bounce back to the previous page immediately can cause both pages to decrease in rankings.

Image alt-text is the alternative text that is shown when an image is broken and is read by screen readers to visitors who are visually impaired or need assistance navigating the web. The alt-text of all images should be optimized to describe the image and include relevant keywords where possible. This can help the images be returned in image searches and help improve the rank of the page. Properly optimized alt-text also signals to search engines that the site is complying with ADA requirements.


Meta Title: Importance of Corporate Social Responsibility | H.B. Fuller

Meta Description: H.B. Fuller recognizes the importance of corporate social responsibility and the benefits that it brings both to our company and the communities we serve.

Corporate Website


Landing Page Instructions: Market Landing Page

[Product Finder](#) [Distributor Locator](#) [Investors](#) [Careers](#) [United States - English](#) [Search](#)

 [Products & Technologies](#) [Innovation & Expertise](#) [News & Events](#) [About](#) [How to Buy](#)

[Home](#) / [Products and Technologies](#) / [Markets and Applications](#) / [Transportation](#)

Transportation



Adhesives and Sealants for the Transportation Industry

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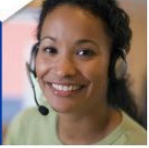
[Contact a Specialist](#)

We're here when you need us,
every step of the way.


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[FIND A LOCATION](#)


[FIND A DISTRIBUTOR](#)


H.B. Fuller
Connecting what matters.™



[Automotive](#) →



[Commercial Vehicles](#) →



[Marine](#) →

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Transportation

[Automotive Adhesives & Sealants](#)

[Commercial Vehicles](#)

[Marine](#)

[Aerospace](#)



CHANNEL MANAGEMENT

Corporate Website

Landing Page Instructions: Market Landing Page (cont.)

Following is a list of various types of H.B. Fuller landing pages and their applicable instructions for revision or creation.

> **Market Landing Page**

Updates to an Existing Market Landing Page

What to Supply to Global Communications

- What is the URL (website address)?
- What updates need to be done to the copy?
- Are there any new additional resources we should link to?

Creating a New Market Landing Page

Considerations

- Name of Market
 - Are there application pages under this market? (if no, then need to determine the best format for this page)
- Main Photo
 - Application page photos are automatically pulled in
 - Horizontal 848x493px (pixel size)
 - Lifestyle type of engaging image
- Copy for Heading on Main Photo (if needed)
- Copy for the Page
 - Or source materials (past websites, sales sheets) for the copy if using our web copywriter
- Related Resources
 - These are videos, white papers, sales sheets that we can link to
- Related Brands are automatically populated when products are imported and tagged with that market.



CHANNEL MANAGEMENT

Corporate Website


Landing Page Instructions: Application Detail Landing Page

[Product Finder](#) [Distributor Locator](#) [Investors](#) [Careers](#) [United States - English](#) [Search](#)

 [Products & Technologies](#) [Innovation & Expertise](#) [News & Events](#) [About](#) [How to Buy](#)


[Home](#) / [Products and Technologies](#) / [Markets and Applications](#) / [Packaging](#) / [Flexible Packaging](#)

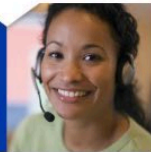
Flexible Packaging



At H.B. Fuller, our flexible packaging solutions and materials continue to address the rapid growth and rigorous requirements of the flexible packaging industry. From trials and demonstrations all the way to our full range of general- to high-performance adhesives, we have the solutions you need to achieve your business goals.

Our comprehensive line of flexible packaging solutions and materials includes Flextra[®] solvent-free and solvent-based adhesives for film, paper and foil laminating and Lunamelt[™] hot melts for heat seal applications, in-mold-labeling, and laminating and coating waxes.


 **H.B. Fuller**
Connecting what matters.™



More in:
Packaging

←

- [Adhesive Coated Tapes and Strings](#)
- [Adhesive Packaging](#)
- [Case and Carton Sealing](#)
- [Closing and E-commerce](#)



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We're here when you need us,
every step of the way.



CONTACT US



FIND A LOCATION



FIND A DISTRIBUTOR



CHANNEL MANAGEMENT

Corporate Website

Landing Page Instructions: Application Detail Landing Page (cont.)

> **Application Detail Landing Page**

Updates to an Existing Application Detail Landing Page

What to Supply to Corporate Communications

- What is the URL (website address)?
- What updates need to be made to the copy?
- Do any of the photos need to be updated?
- Provide any new products to be listed on the page in the exact format of the spreadsheet, which you may request from the Corporate Communications department.
- Are there any new additional resources we should link to?

Creating a New Application Detail Landing Page

Considerations

- Name of Application
- Main Photo
 - Horizontal photo 848x325px (pixel size)
 - Optional:
 - The main photo may have a heading and call-to-action button that links to additional information.
 - Source a photo that allows for this.
 - Provide copy that is short in length.
 - The main image may also have a call-to-action button
 - We can also create a slider with up to three images and calls to action
- Bottom Photos
 - 767x595px (pixel size)
 - Follow the types of photos desired:
 - *Left*: product photo
 - *Middle*: application photo
 - *Right*: lifestyle photo



Corporate Website

Landing Page Instructions: Application Detail Landing Page (cont.)

- Copy
 - Copy or source materials (previous landing pages, sell sheets, etc.) for the copy if using a website copywriter.
- Products Section
 - Provide all products in the exact format provided in the spreadsheet, which you may request from the Global Communications department.
 - List only go-to-market products for each application.
 - If a list is too long, there is an option to separate out into sections to expand and collapse (i.e. group Advantra 8000 series).
- Technical Documentation
 - If a global business has made the decision to provide technical data sheets on the website, you must provide the documents in PDF format.
 - Documents must be separated by application.
 - Documents should follow this naming convention:
 - H.B. Fuller Brand Product (i.e. H.B. Fuller Advantra PHC 8290)
- Related Resources
 - These are videos, white papers, sell sheets that we can link to

The Related Brands section is automatically populated by the product spreadsheet.

Corporate Website

Landing Page Instructions: Brand Landing Page



Product Finder Distributor Locator Investors Careers United States - English Search

H.B. Fuller Products & Technologies ▾ Innovation & Expertise ▾ News & Events ▾ About ▾ How to Buy ▾

Products and Technologies / Brands / Full-Care®

Full-Care®

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Contact a Specialist

We're here when you need us, every step of the way.

 **CONTACT US**

 **FIND A LOCATION**

 **FIND A DISTRIBUTOR**

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Related posts from the GlueTalk Blog

Answering Today's Most Pressing Trends in Disposable Hygiene Product Design
[Read More](#)

hygienix core adhesive innovations
[Read More](#)

U.S. Full-Care Adhesive Product Line

Brand Landing Page Example



CHANNEL MANAGEMENT

Corporate Website

Landing Page Instructions: Brand Landing Page (cont.)

> **Brand Landing Page**

Updates to an Existing Brand Landing Page

What to Supply to the Corporate Communications Team

- What is the URL (website address)?
- What updates need to be done to the copy?
- Do any of the photos need to be updated?
- Are there any new additional resources we should link to?

Note: The products are an import from the application page.

Creating a New Brand Landing Page


Considerations

- Name of Brand
- Main Photo
 - Horizontal photo 848x325px (pixel size)
 - Optional:
 - The main photo can have a heading (if so, include a photo that has a background wherein the copy can be read).
- Bottom Photos
 - 767x595px (pixel size)
 - Follow the types of photos desired:
 - *Left*: product photo
 - *Middle*: application photo
 - *Right*: lifestyle photo
- Copy
 - Need source material for content or written desired copy (links from previous websites or documentation).

Corporate Website


Landing Page Instructions: Event Landing Page

[Product Finder](#) [Distributor Locator](#) [Investors](#) [Careers](#) [United States - English](#)

 [Products & Technologies](#) [Innovation & Expertise](#) [News & Events](#) [About](#) [How to Buy](#)

[Home](#) / [News & Events](#) / [Events](#) / [GlassBuild America](#)

Events



Sep 17, 2019 - Sep 19, 2019

GlassBuild America

Georgia World Congress Center

Visit us at Booth 1525

As one of the largest suppliers of insulating glass (IG) sealants in North America, H.B. Fuller focuses on innovation to consistently deliver industry-leading solutions.






With the addition of [KÖMMERLING](#), we have a complete line of primary and secondary sealants, backbedding and glazing products, as well as reactive thermoplastic warm edge spacer, to ensure quality, long-lasting windows.

H.B. Fuller's IG sealant platforms include Insul-Cure™ Reactive hot melt, Insul-Dri® desiccated matrix, hot melt butyl, Polyisobutylene (PIB), Polyurethane, Polysulfide, silicone and [Ködispace 4SG reactive thermoplastic spacer](#).

In our technical service lab, our team of experts work in conjunction with our customers to build prototypes and conduct performance assessments to ensure your product performs well and meets the industry's toughest standards.


Visit us at booth #1525 to learn how H.B. Fuller is connecting the [window](#) and [door](#) industry to what matters most.


For over 50 years we have been partnering with manufacturers to create long lasting, energy efficient and


Share:     


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We're here when you need us, every step of the way.


 CONTACT US

 FIND A LOCATION

 FIND A DISTRIBUTOR



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More Events

Oct 29, 2019 - Oct 30, 2019
[E-PACK US 2019](#)

Oct 8, 2019 - Oct 10, 2019
[International Elastomer Conference](#)

Sep 23, 2019 - Sep 26, 2019
[The Composites and Advanced Materials Expo \(CAME\)](#)

Event Landing Page Example

[Back to Table of Contents >](#)

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Corporate Website

Landing Page Instructions: Event Landing Page (cont.)

> **What to Supply the Corporate Communications team for an Event Landing Page**

Event pages should include:

- Name of the Event
- Horizontal Photo
 - Will be sized to 848x493px (pixel size)
 - May also send additional photos or logos to include in the body of the page
- Date(s) of the Event
- Location of the Event
 - Include any relevant city, state, country information
 - Name of the venue
 - Booth #
- Format of Event Page
 - Include backlinks
 - Include information about H.B. Fuller's presence at the show in addition to information about the show itself

Corporate Website

Landing Page Instructions: Blog Post

> What to Supply the Corporate Communications team for a Blog Post

The H.B. Fuller blog is intended to generate awareness about the brand, position the organization as a thought leader, and help establish authority.

- *Blog Title:* Titles should be written in sentence case and not be longer than 55 characters.
- *Blog Image:* Main, horizontal photo dimensions are 848x493px (pixel size).
- *Blog Word Count:* Blogs should not be less than 300 words. As longer posts rank more easily in the search engines, a good rule of thumb is to aim for blog content that is between 600 - 1,200 words.
- *Blog Call to Action:* CTAs should direct readers to contact H.B. Fuller and be hyperlinked.
- *Blog Author:* All blogs should list the author, along with accompanying title, at the end of the post.
- *Blog Landing Page Introduction:* This “teaser” should give a brief overview of the blog. Keep it to approximately 300 characters.



The screenshot displays the H.B. Fuller corporate website. The top navigation bar includes links for Product Finder, Distributor Locator, Investors, Careers, United States - English, and a Search bar. The main header features the H.B. Fuller logo and navigation links for Products & Technologies, Innovation & Expertise, News & Events, About, and How to Buy. The featured blog post is titled "The GlueTalk Blog" with the headline "Problem Solving: There Must Be a Better Straw". The post includes a sub-headline "We are problem solvers." and a featured image of colorful paper straws. The text of the blog post discusses the environmental impact of single-use plastic straws and the challenges of transitioning to sustainable alternatives. The right sidebar contains social media sharing options, a "Contact a Specialist" section with buttons for "CONTACT US", "FIND A LOCATION", and "FIND A DISTRIBUTOR", and a "Blog Categories" section with links to Products and Innovation, Industry Trends, Business News, Corporate Responsibility, and Events.

Blog Post Example

Corporate Website

Landing Page Instructions: News Article

> What to Supply the Corporate Communications team for a News Article

- Provide a date for the release and copy.
- There is an option for a pull quote, if desired.
- Title should not be longer than 50 characters.
- For website purposes, we alter the title so they do not all start with “H.B. Fuller.”
- A photo is required for reposting press releases.
- News Article Image: Main, horizontal photo dimensions are 450x247px (pixel size).



The screenshot shows the H.B. Fuller corporate website. The top navigation bar includes links for Product Finder, Distributor Locator, Investors, Careers, United States - English, and a Search bar. Below the navigation bar, the main header features the H.B. Fuller logo and a menu with Products & Technologies, Innovation & Expertise, News & Events, About, and How to Buy. The news article is titled "Non-water whitening adhesive for a no label look" and is dated Jul 17, 2019. The article text describes the launch of Fulltak™ SE 8116, a water-based acrylic adhesive. To the right of the article, there are sections for Media Contacts (News Media and Investors) and All Others. At the bottom right, there are buttons for "CONTACT US" and "FIND A LOCATION".

Product Finder Distributor Locator Investors Careers United States - English Search

H.B. Fuller Products & Technologies Innovation & Expertise News & Events About How to Buy

News & Events / News / Non-water whitening adhesive for a no label look

News

Jul 17, 2019

Non-water whitening adhesive for a no label look

Zurich, Switzerland – H.B. Fuller (NYSE: FUL) today announced the forthcoming launch of its new Fulltak™ SE 8116, a water-based acrylic adhesive that offers non-water whitening performance for the no-label look.

The company will be launching Fulltak™ SE 8116 at the 40th anniversary of Labelexpo Europe 2019, which this year runs from the 24th to the 27th of September in Brussels.

Offering excellent film clarity and superior non-water whitening performance, Fulltak™ SE 8116 enables customers to maintain package and brand integrity, even in wet and humid conditions. It delivers excellent results on a wide range of containers and filmic label stock and is particularly recommended for beverage and household applications.

"With Fulltak™ SE 8116, clear labels stay clear, however much they come into contact with water," says Melanie Lack, H.B. Fuller's business manager for tapes and labels, EIMEA.

Share:     

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+1 888-423-8553

Contact a Specialist

We're here when you need us, every step of the way.

 CONTACT US

 FIND A LOCATION

News Article Example




CHANNEL MANAGEMENT

Corporate Website

Landing Page Instructions: Page Layout Best Practices

[Product Finder](#) [Distributor Locator](#) [Investors](#) [Careers](#) [United States - English](#) [Search](#)

 [Products & Technologies](#) [Innovation & Expertise](#) [News & Events](#) [About](#) [How to Buy](#)


[Home](#) / [Products and Technologies](#) / [Markets and Applications](#) / [Microsphere Technology](#)

Microsphere Technology

What is Microsphere Technology?

Sit down with our microsphere expert.

[READ Q&A](#)



[Contact a Specialist](#)

We're here when you need us, every step of the way.

[CONTACT US](#)[FIND A LOCATION](#)[FIND A DISTRIBUTOR](#)

A Look at Microsphere Technology

Microspheres are tiny particles measuring between 10 and 250 microns (1 millionth of a meter) in diameter. Individually invisible, when grouped together microspheres have a very visible effect. At H.B. Fuller, we've harnessed the power of microsphere technology to formulate water-based acrylic microsphere adhesives with ready-to-go formulations — as well as our unmatched customization capabilities — to meet your unique requirements.

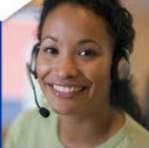

Removable and Repositionable

Reform the Norm

At H.B. Fuller we have three ready-to-go microsphere formulations:

- MS1000 Series Adhesives (adhesive notepads and news notes)
- MS2000 Series Adhesives (Paper, self-wound rolls)
- MS3000 Series Adhesives (Paper and films, wall graphics, decals and signage)

The formula's size difference impacts the adhesive tack, as contact between microspheres and surfaces occurs at the top of the spheres.



More in:
Microsphere Technology

[Microsphere Technology FAQ](#)

Related posts from the GlueTalk Blog

Page Layout Best Practices: Visual Grouping Example



Corporate Website

Landing Page Instructions: Page Layout Best Practices (cont.)

The page layout is how all the individual elements on a page come together to create one cohesive whole. Structuring a page layout correctly creates a more approachable experience.

Visual Grouping

- > Visually group content with the use of “cards” or “teaser blocks” with short headers so visitors know what content the page following will entail. “Cards” or “teaser blocks” act as containers for clickable information with small previews to help visitors find the content they want.
- > Visually grouping small amounts of related content on the page that are not previews to additional pages with different background colors or borders can help present heavy doses of content in a digestible manner.

Use a Hierarchy

- > Hierarchy helps visitors scan content and provides structure to the page.
- > Make the most important elements on the page the first level of the hierarchy and then structure supporting levels from there.
- > Using a hierarchy highlights what is most important and helps to tell the story or guide visitors to the task needed.
- > By making some elements larger than others, a sense of order and hierarchy will emerge. visitors will automatically look at larger elements first then progress to the smaller elements, providing visitors with a comfortable scanning and viewing experience.
- > Headings help create a hierarchy. Use clear headings that are larger than the body copy on pages to section content into scannable chunks in the processes called “chunking.” According to Nielsen Norman Group, having “chunks” of content makes it easier to remember the information.

White Space

Content-heavy pages can be overwhelming, and the human eye needs a place to rest, so adding white or empty space allows for rest while also making the page feel more manageable.




CHANNEL MANAGEMENT

Corporate Website

Landing Page Instructions: Page Layout Best Practices (cont.)

world, our Technology Centers of Excellence are combining our adhesives technology and market expertise to...

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Aurora, Illinois

+


St. Paul, Minnesota (Willow Lake Campus)

-



Innovation at H.B. Fuller is about leveraging our expertise and market knowledge to commercialize value-added **adhesives solutions** for our customers.

Built in the late 1980s, our global headquarters in Minnesota enables our R&D and manufacturing process experts to collaborate with customers at every step of product development from design through production.



From this site, we help customers test ideas, demonstrate adhesion performance without interrupting their production schedule, and efficiently commercialize a range of durable and consumer goods.

Dalton, Georgia

+

Lunenburg, Germany

+

Mannheim, Germany

+

Beijing, China

+

Shanghai, China

+

Infographics

White Papers

Page Layout Best Practices: Accordion Example



Corporate Website

Landing Page Instructions: Page Layout Best Practices (cont.)

Optimize for Wayfinding

- > Wayfinding is how visitors navigate around the site or page.
- > Provide visitors with the main categories that the site can be divided into, this is often the primary navigation.
- > Allow visitors to filter by secondary attributes.
- > If there are multiple levels of pages be sure to use breadcrumbs or some visual cue to let visitors know where they are within the site, active states on pages can also be used as visual indicators.
- > Add links for related content to guide visitors to something they may be interested in.

Accordions

- > Use accordions when there are 10 or fewer main sections, and the main sections have five or fewer subsections. When using accordions, make sure they animate when opening and closing so visitors have context and understand what is happening.
- > Do not use accordions when visitors need all the content on the page to answer their questions.
- > Do not use accordions when content within the accordion is extremely long. In this case, a different navigation approach is advised, such as presenting information across several more digestible pages.

Always Use a Grid

- > A grid structure creates order in a layout and makes browsing easier.
- > Grids also create connections between different elements on the page and in turn make the user feel more comfortable.



CHANNEL MANAGEMENT

Corporate Website

Landing Page Instructions: Page Layout Best Practices (cont.)

Create Balance

- > Use a focal point, such as a large image, quote or infographic.
- > Use the rule of thirds to create balance. To accomplish the rule of thirds principle, divide the page into thirds vertically and horizontally, the points in which the lines intersect become natural focal points for a page composition. Place key elements at the interesting points rather than centering all elements on the page to achieve a better page layout.
- > Repeat design elements or treatments - such as text, headers, alignment, imagery - to each piece of the page feels like it fits into the overall composition.
- > Creating balance on the page gives visitors a feeling of harmony and comfort.

Personalization

Whenever possible, personalize content on the page to focus the visitor's attention on information that is relevant. This also removes clutter from the page.

Calls To Action

- > Limit the amount of calls to action, or links to other pages/sites, on a page, ideally 1-3, excluding glossary or category landing pages.
- > It should be clear what happens when selecting a call to action, never use "click here" instead use "View all documents" or something that lets visitors know where they are going when they select the call to action.

Keep It Simple

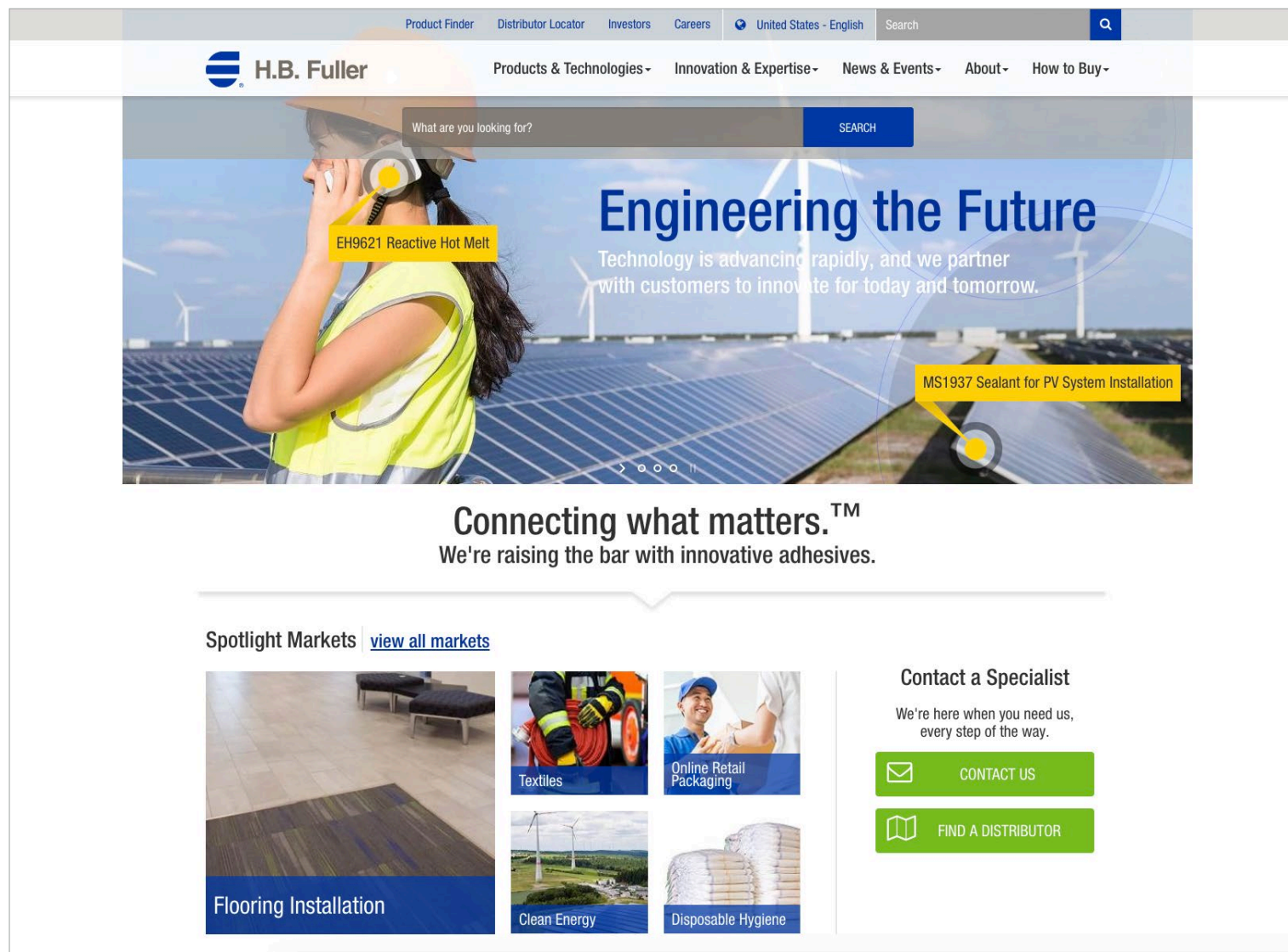
- > Simple layouts are easier to navigate.
- > Each section of the page should serve a purpose, tell a story, provide insight or direct visitors to a task.
- > Less is more. Only show content that is absolutely necessary and will add value to the overall goal of the page and to your visitors' experience.



CHANNEL MANAGEMENT

Corporate Website

Landing Page Instructions: Page Layout Best Practices



Page Layout Best Practices: The "Fold" Example



Corporate Website

Landing Page Instructions: Page Layout Best Practices (cont.)

Be Consistent

- > Ensure layouts stay recognizable across pages. Use the same fonts throughout for a cohesive experience.
- > Use a design system wherever possible so components remain consistent across the page.
- > Being consistent will create an intuitive feeling for visitors because they will understand how it works. This will, in turn, make visitors feel comfortable and confident as they interact with the site.

The “Fold”

- > The fold is the content area that appears on the screen without needing to scroll. The fold should set the stage for what content is to follow.
- > If using large images that take up most of the area above the fold be sure to use some indicator there is more content below.
- > Content above the fold should explain the value proposition and signal there is more value below.
- > The content above the fold should provide quality expectations and encourage visitors to scroll for more.
- > Don't cram all the information above the fold, scrolling is a natural digital experience. As long as the information above the fold is relevant, useful, and visitors know there is more, they will scroll.



CHANNEL MANAGEMENT

Campaigns

Marketing Lead Generation Forms

Marketing Lead Generation Forms can be built out on the site for Search Engine Marketing, Social Media Marketing or a specific marketing campaigns. There should be a set duration for a campaign page to be live. Components to these types of pages could include a tab, an accordian, photos, and a web form for marketers.

Work with the Global Communications department to ensure brand compliance.


Search

Events- About- How to Buy-

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Fill out the form below or call 1-800-268-6111 (ext. 274 or 239) and you may qualify to receive a free* sample.
*Some Conditions Apply

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Job Title

Company*

Email

Phone*

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Marketing Campaigns Example



CHANNEL MANAGEMENT

Social Media



Social Media Value Proposition

We offer social media as a forum to communicate. Following are our three pillars:

- > **Industry Thought Leaders.** We are a resource for our customers and potential customers to be informed about the latest, innovative solutions in the industry.
 - *Content:* White Papers, Industry News, Awards, Latest Innovations, Press Releases, “Hot Topics” (trends in the industry, technical information, case studies)
 - *Success Metrics:* Engagement (shares, retweets, likes, comments), Traffic to our website from social sites
 - *Channels:* Twitter, LinkedIn, Facebook, Whatsapp, WeChat, Wiebo, SlideShare, YouTube
- > **Technical Expertise and Service.** A very hands-on approach to educating customers and industry partners.
 - *Content:* Industry News, Press Releases, Media Results, Case Studies, White Papers
 - *Success Metrics:* Engagement (shares, retweets, likes, comments), Traffic to our website from social
 - *Channels:* Twitter, LinkedIn, Facebook, Whatsapp, WeChat, Wiebo, SlideShare, YouTube
- > **Community and Environment.** A place to showcase our global responsibility and commitment to the communities in which we work and live.
 - *Content:* Volunteering, Make a Difference Activities, Impact on the community, Sustainability and Environmental Advancements
 - *Success Metrics:* Engagement (shares, retweets, likes, comments)
 - *Channels:* Twitter, LinkedIn, Facebook, Whatsapp, WeChat, Wiebo, SlideShare, YouTube

If you know of any good stories, fill out the [“Tell Us”](#) form on Collaborate to share those ideas.

Visit our corporate channels by clicking below:





CHANNEL MANAGEMENT

Social Media



General Social Media Best Practices

Following are some general social media best practices:

- > Optimize social profiles for maximum exposure. This includes using a standout, appropriately-sized profile picture, filling in your information completely (e.g. company description), and including keywords about your products and services.
- > Post at optimal times and at a posting frequency that works for audiences (too much or too little results in unfollows).
 - *LinkedIn*: The best times to post are Wednesday at 9-10 a.m. CST and 12 p.m. CST; Wednesday is the best day to post; Avoid every day from 9 p.m–3 a.m. CST as this has the lowest engagement, as well as Sunday completely.
 - *Twitter*: The best times to post are Wednesday at 9 a.m. CST and Friday at 9 a.m. CST; Tuesday and Wednesday are the best days to post; Avoid every day from 10 p.m–4 a.m. CST as this has the lowest engagement, as well as Saturday completely.
- > Focus on quality over quantity.
- > Add variety to your content, both in subject matter and in the number of social media channels, or platforms, you post to.
- > Avoid sounding robotic; use language your actual audience uses.
- > If you plan to use hashtags, Google them first to make sure you'll be tagging what you want and that it's an appropriate association with your post.
- > Use as few words as possible to get your point across.
- > Follow correct social media image sizes.
- > Track (and act) on engagement data, or the amount of likes, shares, and comments that your updates receive. Also consider the number of clicks, brand mentions, and profile visits.

[Visit our website to review our Social Policy](#)



CHANNEL MANAGEMENT

Social Media



LinkedIn Best Practices

The screenshot displays the LinkedIn profile of H.B. Fuller. The header includes the LinkedIn logo, navigation links for Jobs, Companies, and Salaries, and buttons for Sign in and Join now. The profile section shows the H.B. Fuller logo, company name, location (Vadnais Heights, MN), and follower count (56,275). A 'See jobs' button is present. Below this, there are tabs for Overview, Jobs, and Life. A banner area encourages users to 'Keep up with H.B. Fuller' with 'Join LinkedIn' and 'Sign In' buttons. The 'About us' section describes the company as a leading global adhesives provider. A 'Recent update' from GlassBuild America is shown. On the right, a 'People also viewed' section lists related companies: Henkel, Bostik, Royal Adhesives & Sealants, and H.B. Fuller India Adhesives Private Limited.

LinkedIn Sign in Join now

Jobs Companies Salaries

H.B. Fuller Chemicals · Vadnais Heights, MN · 56,275 followers

See jobs

Share

See all 4,580 employees on LinkedIn →

Overview Jobs Life

Keep up with H.B. Fuller

See more information about H.B. Fuller, find and apply to jobs that match your skills, and connect with people to advance your career.

Join LinkedIn Sign In

About us

H.B. Fuller is a leading global adhesives provider focusing on perfecting adhesives, sealants and other specialty chemical products to improve products and lives.

Your day probably begins and ends with us. Just about everywhere you look – including the windows through which you see and the magazines you read – you'll find industrial adhesives and sealants produced by H.B. Fuller. Most likely, we made the glue holding together your cereal box, the seals that keep your refrigerator airtight, and the specialty adhesive in your baby's disposable diaper. While our products are virtually invisible, they play a vital role in ensuring the quality and convenience of modern life. We take pride in working with our customers to add value.

At H.B. Fuller, we are committed to connecting what matters, bringing together people, products and processes that answer and solve some of the world's biggest adhesion challenges. Through our reliable, responsive technical service, we create lasting, rewarding connections with customers in the packaging, business

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Your dream job is closer than you think

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People also viewed

- Henkel**
Consumer Goods
10,001+ employees
- Bostik**
Chemicals
1001-5000 employees
- Royal Adhesives & Sealants**
Chemicals
1001-5000 employees
- H.B. FULLER INDIA ADHESIVES PRIVATE LIMITED**
Chemicals

LinkedIn Example



CHANNEL MANAGEMENT

Social Media



LinkedIn Best Practices (cont.)

Following are LinkedIn best practices that should be followed when working within the platform.

- > **Complete Your Page.** Companies with complete information get 30% more views weekly. Lead with relevant keywords and phrases that describe H.B. Fuller's mission and purpose in the description, include the H.B. Fuller logo and a cover image to bring the page to life, and make sure to input the website URL and location, and select the appropriate industry and company size.
- > **Post Daily to Establish a Connection with Your Audience.** Companies that post weekly see twice the level of reader engagement with their content.
- > **Always Include an Image or Rich Media in Posts.** Images generally result in a 2x higher comment rate. LinkedIn Video is 5x more likely to than any other content type to start a conversation.
- > **Understand Your Audience.** Spend time understanding the professional traits of your visitors and followers, and what types of content they engage with.
- > **Customize Your Call-to-Action.** Once you have a better understanding of what types of content work best for your target audience, optimize your next campaign by adding a custom CTA.
- > **Get Inspired with Content Suggestions.** Content Suggestions help you discover trending topics and articles to share with your target audience. Simply select your audience and explore what's trending.
- > **Expand Your Brand with Showcase Pages.** Showcase Pages are a great way to highlight the different brands, business units or initiatives within H.B. Fuller.

Visit our LinkedIn page by clicking below:





CHANNEL MANAGEMENT

Social Media



Twitter Best Practices

H.B. Fuller
@GlueTalk

Discover H.B. Fuller, adhesive technology experts, as we share trends in packaging, hygiene, electronic & assembly, automotive, etc. connectingwhatmatters.com

St. Paul, MN
hbfuller.com
Joined November 2009
1,528 Photos and videos

Tweets **Tweets & replies** **Media**

H.B. Fuller @GlueTalk · 4h
Only one week until @thebatteryshow. Plan to visit booth 2833 in Novi on September 10-12 to find out more about our #adhesive solutions for your #battery bonding, sealing, and encapsulation needs. #tbs19 ow.ly/fHJ250vOjGk

H.B. Fuller @GlueTalk · 10h
We're two weeks away from #GlassBuild! Visit us at booth 1525 to learn about Kodispac 4SG, Isomelt M and more! @GlassBuild ow.ly/W7gu50vODsZ

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- H.B. Fuller Careers** @HBFullerCareers
- AdhSealCouncil** @ASCouncil
- ASI Magazine** @ASIMagazine
- Bostik**

Twitter Example

Social Media



Twitter Best Practices (cont.)

Following are Twitter best practices that should be followed when working within the platform.

- > **Optimize Your Account.** Craft engaging profile content that will attract visitors. Include relevant hashtags for your industry, and set your account to be searchable.
- > **Include a Pinned Tweet.** Display a pinned Tweet on your feed that is an engaging piece of content to encourage interaction with already popular content.
- > **Follow Industry Leaders.** They already have an engaged audience that will more likely convert into customers. As you start to build relationships with them, your audience will grow.
- > **A Note on Copy.** You are limited to 280 characters, so keep post copy concise. Strive for a human tone while staying on brand to ensure you don't sound too sales-y or promotional.
- > **The 80/20 Rule.** Only share H.B. Fuller content approximately 20% of the time; the remaining 80% should be used to make conversation with audiences, including reposting others' content. This helps establish your organization as a thought leader.
- > **Incorporate Relevant Hashtags.** Always research hashtags before using them. Do not use more than three hashtags per Tweet.
- > **Use Imagery.** Adding a bold image, video, or GIF to your Tweets adds a touch of personality, and leads to higher Tweet engagement rates. People are three times more likely to engage with Tweets that contain videos and photos. You can attach up to four photos to a single Tweet. Minimum image size is 440x220px; maximum image size is 1024x512px.
- > **Posting Cadence.** Tweet daily at least once. Also spend time replying, retweeting, and liking where necessary.
- > **Ask for Retweets.** When someone retweets your content, they're sharing your business with their networks, and your reach grows exponentially. Be direct, and ask your followers for their support.

Visit our Twitter page by clicking below:





COPYWRITING





Content

Content Best Practices

Given the highly technical nature of the adhesives and sealants industry, there are certain nuances we use with regard to various word choices and spelling.

Words We Use

- > H.B. Fuller (H.B. and Fuller should not be separated onto two lines in copy)
- > Hot melt
- > Reactive hot melt
- > Topcoat
- > Underbody
- > Water-based (see below)
- > Solvent-based (see below)
- > Solvent-free (see below)
- > Trademarks and registration marks for brands (follow regional guidelines)
- > We talk about ourselves in the way our customers talk about us, not “H.B. Fuller speak” (remember the audience for external-facing content)
- > Abbreviations: spell it out first, and then put it in parentheses (use the abbreviation moving forward throughout)
- > Do not use an ampersand (&)
 - Correct: Building and Construction
 - Incorrect: Building & Construction
- > Spell out numbers one through nine

When a compound modifier – two or more words that express a single concept – precedes a noun, use hyphens to link all the words in the compound except the adverb “very” and all adverbs that end in -ly. —*AP Stylebook*

Examples:

- | | |
|-----------------------------|-------------------------------|
| > Water-based coating | > One-coat solution |
| > Solvent-based adhesive | > Two-part polyurethane |
| > Solvent-free adhesive | > Low-temperature application |
| > High-performance adhesive | > UV-curable adhesive |

Content

Content Best Practices (cont.)

Tone

See Writing Style and Tone section of Corporate Brand Guidelines.

Use a Value Prop and Include Keywords

This is essentially your conversation starter—the bait to engage your audience and persuade them to read on. Typically, the reader will make a decision about your website by reading the headline alone, so it is important for this to be catchy and meaningful. You also want to include keywords in the headline to help search engines find your content and deliver it to the right audience.

Inject the Personality of Your Brand into Your Copy

Your brand is who you are and how you want people to view you as a company; therefore, letting your personality flow into your web copy is important for user engagement. Try to find a conversational tone that has a mix of important information and conviction, as people reading through your website will want to feel like they are in the best possible place to get the information they need. A conversational tone also encourages interaction with your customers, which can only be a good thing.

Short and Long Content

Short Content: Short content is compounded, oftentimes accompanied by a visual representation with the hope of presenting information quickly and clearly. It is most often used when the reader has a very short amount of time with which to absorb a given amount of information.

Asset Ideas: Infographic, Q&A

Long Content: Long content has more depth and is intended for the reader to sit with and absorb more deeply. Because we crave instant gratification, we also feel the effects of cognitive overload and burnout. Many people are turning away from soundbite news in exchange for content that's well researched, well written, thoroughly fact-checked, and thoughtfully delivered.

Asset Ideas: White Paper, Podcast

Photography

Photography Best Practices

Following are H.B. Fuller photography best practices that should be followed when adding imagery to the corporate website.

General Photography Guidelines

- > Place photos at 100 percent opacity
- > Use the highest quality image possible: 72 dots per inch (dpi) for web
- > Avoid using drop shadows and borders around images (unless directed by a specific template)
- > Do not use clip art or cartoons, and be selective about use of illustrations
- > Use approved images or purchase them from a royalty-free stock photography source; do not copy images from the internet
- > Never cut off or put text over key parts of an image

See Photography section of Brand Guidelines for information regarding specific photo types.





ASSETS



Infographic

Infographic Best Practices



Infographic Example

Infographic

Infographic Best Practices (cont.)

What is an Infographic?

An infographic is a visual representation of information, data, or knowledge intended to present information quickly and clearly.

According to Thomson Reuters, the use of graphics and images helps to increase people's ability to comprehend, recollect, and retain information, and the vast majority (90 percent) of information that gets transmitted to the brain is visual information.

Infographic Best Practices

- > **Singular Focus.** Keep the content of the infographic focused. The more cluttered it is, the more difficult it will be for readers to parse.
- > **Specific Audience.** Keep in mind that content created for the H.B. Fuller corporate website is intended for customers, prospective customers, employees and stakeholders across multiple departments and job areas. A good rule of thumb is to keep content at an eighth-grade reading level (you can check the Flesch Kincaid grade level [here](#)). Remember that an infographic is intended to help readers quickly and clearly understand the information that is being presented.
- > **Organized Structure.** During the design phase, keep in mind that the flow should mimic the way people read and process information (top to bottom, left to right).
- > **Graphics Over Text.** Keep the focus on the graphics and less on the text.
- > **Size Matters.** Remember that customers are, in many cases, likely viewing this information on devices smaller than a laptop (i.e. phone, tablet). Make sure the infographic is large enough to house all of the relevant information, but not so big that readers get lost. Also, verify that any text is large enough that it is legible without having to click "Enlarge."

Case Study

Case Study Best Practices



TONSAN® TS1956 Enables Lightweight Bus Manufacturing

TS1956 helps bus manufacturers to improve their production process and to lower their costs. This high-performance bonding solution leads to a higher quality and longer lasting end product.

In order to save power and run longer distances, an electric bus needs to be lightweight. One way to shed weight is to use an aluminum frame and skin as the bus body. Welding aluminum can be energy, labor, and cost intensive. In addition to these challenges, the high temperatures produced by welding aluminum can add stress points to the material. Therefore, seams must also be sealed afterward. For these reasons, our customer was seeking an alternate joining process for the assembly of their aluminum electric bus body.

To solve the customer's challenges, our team suggested using an adhesive as an alternative to welding. Adhesives offer a complete, high-strength bond, which eliminates stress point created by heat when welding. We recommended TS1956, a one-part polyurethane adhesive with high strength and elasticity, to bond their aluminum skin and frame. Complementary products, including a cleaner and primer, were available to offer them a complete bonding solution.

Initially, the customer began using a competitor's product to bond the aluminum skin. However, our transportation experts provided examples and successes of TS1956 bonding subway and truck windows. These examples convinced the customer to test our product in their process for approximately six months and ultimately switch to TS1956. During the test stage and changeover, our team assisted with all steps of the new process and trained the customer.

By choosing adhesive bonding over welding, the customer was able to reduce their processing cycle times and production costs. In addition to the benefit of the complete bond that using adhesives created, the customer also notes additional features like sound and vibration damping. Altogether the bonding solution led to a higher quality and longer lasting end product compared to their traditional welding process.

Case Study

Case Study Best Practices (cont.)

What is a Case Study?

A case study in the context of marketing is an analysis of a project, campaign or company that identifies a situation, recommended solutions, implementation actions, and identification of those factors that contributed to success.

Case Study Best Practices

- > **Plan Ahead.** Before you begin writing, understand what it is you want to accomplish with your case study, where you plan to display it, and what customers you want to reach.
- > **Consider the Subject.** Not only should the subject of your case study represent your customers, but it should also amaze them. Choose a subject that is truly memorable, such as one that involves a known name brand, one that produced extraordinary results, or one that resulted in success after a customer switched from working with a competitor.
- > **Use Different Media.** While some visitors may prefer to read the case study, video on a landing page can increase conversions by 80% or more (a “conversion” occurs when a visitor completes a desired action, such as filling out a form). Try utilizing a mix of text, image, and video (if possible) to attract the broadest range of people.
- > **The Right Length.** Generally speaking, products or services that require more buyer commitment require longer case studies (500 to 700 words), while those that require less commitment will benefit from shorter case studies (300 words).
- > **Use Data.** Citing specific improvements and measurable data, such as increasing productivity by 75% or increasing sales by 50%, is more compelling. You may not include broad, unsubstantiated claims.
- > **Design Is Important.** An outdated, uninteresting, or slow webpage will quickly drive visitors away. Choose your case study page design carefully, and utilize compelling graphics and headings to draw attention.

White Paper

White Paper Best Practices


H.B. Fuller
Connecting what matters.™



Flexel™ Reactive Film Adhesive

An Intriguing Potential Solution for Interior Automotive Trim Lamination

H.B. Fuller's new Flexel™ reactive film adhesive (RFA) delivers excellent bond strength and is resistant to heat, moisture, and chemicals. Films can be stored unrefrigerated, are cleaner and simpler to use compared to hotmelts and liquid adhesives. Flexel RFA cures rapidly during the hot press cycle and develops full strength as it recrystallizes which may enable the assembler to reduce finished goods inventory while maintaining a short lead time. Automotive interiors can be challenging, both in use and in assembly. In vehicle operation, interior trim has to withstand physical handling, extremes of temperature, and do it all over the ever-longer life of modern vehicles. In assembly, the adhesives used to assemble trim components should be affordable; clean; and easy to store, handle, and apply. Traditional water-borne interior trim adhesives are affordable and have been proven effective, and users already have the equipment and training necessary to use them. But they can be challenging to store, and to mix and use. They take time to cure. And they can introduce isocyanates into the workplace. New adhesive films address all of these challenges.

H.B. Fuller's new Flexel reactive film adhesive has significant potential for use in interior automotive trim applications. Once applied, the film delivers excellent bond strength and is resistant to heat, moisture, and chemicals. Its high elongation keeps it very flexible, both in application and in use. The film is neat and easy to handle and can significantly speed up manufacturing. Unlike water-based adhesives it doesn't require drying time, and its low activation heat protects substrates and sensitive materials like textiles and leather. The film can be stored unrefrigerated, is clean in use, and requires no mixing. And while it does contain isocyanates, it does reduce risk by not requiring spray application which atomizes the adhesive into the air. And it has significant advantages over other film adhesives as well. All of these factors combine to make it an interesting option for use by Tier 1 producers, and its ease of use may allow initial adhesive application to be moved from Tier 1 suppliers to Tier 2 suppliers.

While Flexel reactive film adhesive (RFA) offers similar adhesion performance to existing liquid, hot melt, and film adhesives, it outperforms all three in usability. Compared to reactive hot melts and liquid adhesives, Flexel is far cleaner and simpler to use. It is simply cut to shape and placed between the material to be bonded or pre-applied to one material and then bonded to the other. Or it can be pre-applied to one material and then stored or even shipped, greatly improving the flexibility of the process. Aside from scrap removal, there is no messy cleanup required, and bonded components can be handled almost immediately. Flexel cures during the hot pressing cycle, and develops full strength quickly as it recrystallizes. Reactive hot melts and multi-component water-borne systems cure after the bonding process and are more influenced by variations in ambient conditions. Because of its faster strength development Flexel may let the assembler reduce inventory of finished goods while maintaining a short lead time.

Of course existing films offer some of the same benefits, but Flexel outperforms ordinary film adhesive in several ways. Its lower cure activation temperature, typically 75 to 110°C, saves energy and reduces cost, but more importantly is safer for heat sensitive materials. And while activation temperature is low, the cross-linked adhesive stands up better than ordinary thermoplastic films to elevated

White Paper Example

temperatures. At the same time, unlike typical thermosetting films, which can become brittle as they cure, Flexel™ maintains its flexibility after curing for tougher adhesion under a variety of conditions. This flexibility after cure is beneficial for bonding rigid to flexible substrates.

Two-component waterborne systems have been the performance benchmark for bonding interior trim in a variety of materials including TPO. The reasons for their wide use are simple: they are affordable and well-understood, they meet challenging automotive interior performance criteria, they are well adapted to the range of materials used, and they are readily available globally. Processing parameters for a 2K waterborne system are well understood, and depending on the application their processing can be done by hand or by semi-automatic assembly. Hand application is typically used in more complex systems that include stitching.

Process flow for hand applied 2K waterborne adhesives typically looks like this:

```

graph TD
    A[Mix adhesive] --> B[Apply adhesive to substrate]
    A --> C[Apply adhesive to foil]
    B --> D[Dry adhesive]
    C --> E[Dry adhesive]
    D --> F[Assembly & pre-fix]
    E --> F
    F --> G[Laminate]
    G --> H[Cure]
    H --> I[End]
        
```

Note: Adhesive is typically applied to both the foil and the rigid substrates in applications with stitching where manual assembly is required. For applications with no stitches, adhesive is typically applied to the rigid substrates.

Multi-component water-borne systems are mixed and typically spray-applied to both the rigid substrate and the flexible foil. In a manual process, 2K water-borne adhesive is applied to both substrates. The handmade process is used when the foil is stitched to assure proper alignment. Adhesive is applied to both surfaces in manual application to ensure constant quality when human variability is a factor. If there are no stitches and glue application process can be automated then the water-borne adhesive is applied only to the rigid substrate. Spray applications

accommodate three dimensional substrates typically used in automotive interior trim, but can be messy and require a skilled operator to control adhesive coating weight and spray pattern. Spray application systems in general are messy and overspray is unavoidable. Depending on part geometry and operator skill, overspray can be as low as 30 percent or as high as 100 percent of the application rate. Once applied, the waterborne system must be dried, typically to < 10 percent water content. This can be a challenge.

Achieving satisfactory drying depends on ambient conditions, which can vary with location and change with the seasons or even from day to day. Effective control of drying can require specialized and costly equipment and oversight. Inadequate drying can reduce adhesion, and if drying temperature gets too high the adhesive may start to activate prematurely, reducing ultimate performance. Even under the best conditions, two-part waterborne adhesives have a short usable window—about four hours at 20°C and even less at higher temperatures. In contrast, bonding parts with Flexel reactive film adhesives is a simpler, more forgiving process.

Not only is the process of using Flexel reactive film adhesives simpler and cleaner, it also has the added advantage of reducing factory footprint. We estimate a lamination line using Flexel can reduce factory floor space by up to 80 percent compared to 2K water-borne process.

```

graph TD
    J[Pre-attach Flexel™ to foil] --> K[Assembly & pre-fix]
    K --> L[Laminate]
    L --> M[End]
        
```

Flexel reactive film adhesives (RFA) can be pre-attached to foils. The RFA softens and becomes tacky at 45 to 55°C, but onset of cure does not occur until 75 to 110°C. This allows the user to pre-attach the film adhesive to the foil without initiating cure. Pre-attached adhesives remain stable for several months, depending on the foil. Using film adhesive also eliminates the need for drying ovens in the trim assembly operation, eliminating



White Paper

White Paper Best Practices (cont.)

What is a White Paper?

A white paper is an authoritative report or guide that informs readers concisely about a complex issue; it is intended to help readers understand an issue, solve a problem, or make a decision. It's also an opportunity to be more technical, if needed/wanted.

White Paper Best Practices

- > **Solve a Problem.** Too often, white paper topics are chosen by looking inward and reflecting on subjects that you want to talk about rather than trends and issues that matter to your readers.
- > **Cite Third-Party Research.** Conduct research to discover what's already been written on the subject, and utilize third-party sources that support your contentions to increase both your brand's credibility and the value of the white paper to your readers.
- > **Incorporate Graphics.** Images add visual appeal and make copy more readable by breaking up long blocks of text. They also are a concise and understandable way to communicate information.
- > **Don't Be Too Sales-y.** Don't oversell products; present the information necessary to help your readers solve the problem that brought them to your white paper, and let your helpful content speak for itself.
- > **Be Credible.** Include attribution of sources and footnotes where necessary to demonstrate to readers that the information you are sharing is well-sourced.

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The GlueTalk Blog



A General Overview of Packaging Food Safety

Posted 07/24/2019 by Justine Hanlon, Market Manager, Americas Adhesives Flexible Packaging

Food safety is an important subject in packaging, both globally and regionally. The role of packaging in food safety continues to grow as consumers eat more meals outside of the home and expect packaged foods to remain safe for extended periods of time. Adhesive suppliers and other manufacturers of packaging materials must monitor regulations and requirements as consumer safety is more closely examined. Consumer packaged goods (CPG) manufacturers should expect considerable support in food safety compliance from their packaging suppliers.

Flexible packaging, and the adhesives used in the construction of flexible packaging, plays a significant role in the global food safety conversation. The materials that make up flexible packaging help ensure that fatty foods, such as meat, cheese and seafood, are safe for consumption. Although adhesives generally make up less than 5 percent of flexible packaging, unintentional food contact may occur by migration through the packaging.

[HOW EU FLEXIBLE PACKAGING REGULATIONS AFFECT NORTH AMERICA](#)

The U.S. Food and Drug Administration (FDA) regulates the use of adhesives in food packaging. The FDA's adhesive rules focus on the manufacturer's responsibility to use a suitable, approved adhesive for food packaging. FDA regulations for indirect food additives tend to focus on the food contact substance itself. Regulatory

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Blog

Blog Best Practices (cont.)

What is a Blog?

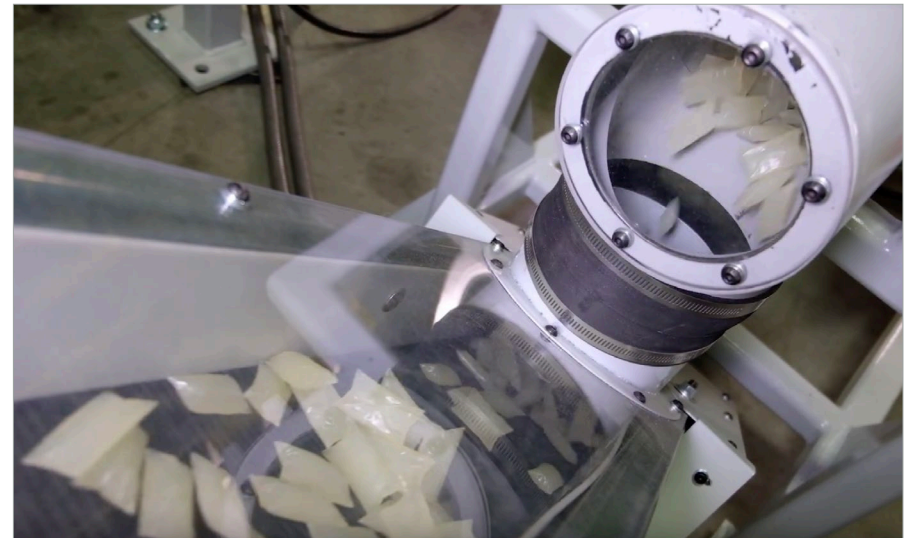
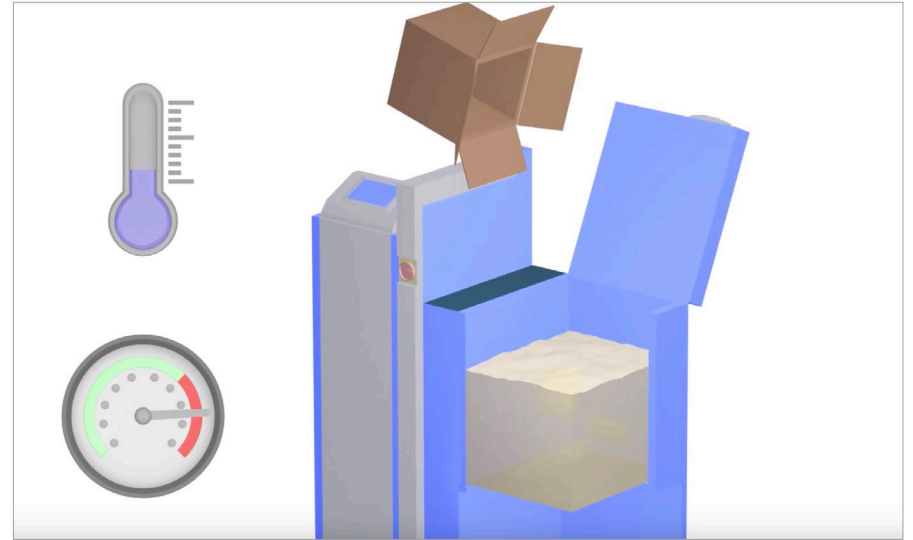
A corporate blog is a marketing tactic that helps get businesses more visibility online and can support business growth. It helps drive traffic to an organization's website, convert leads, and establish authority.

Blog Best Practices

- > **Quality Over Quantity.** Write for qualified visitors that fit your company's buyer persona(s), and remember that your content should be informative, compelling, and high-quality (over quantity).
- > **Utilize SEO.** Your content should contain the keywords that you want your company to rank for in search, so it's important to utilize SEO best practices.
- > **Use a Strong Title.** In order to drive traffic, shares and search results, make sure your title is uncommon and powerful. Include your main keyword when possible, and make certain that the title is accurate and not misleading.
- > **Consider the Length.** A good rule of thumb is to keep blog content between 600 - 1,200 words. Ultimately, the length should correlate with your goals (e.g. if you are concerned about SEO, posts should be lengthier).

Video

Video Best Practices



Video Example

Video

Video Best Practices (cont.)

What is a Video?

A video in the context of marketing is a forward-facing, powerful digital marketing tool that, when used correctly, helps you promote your company, drive sales, raise awareness of your products or services, and engage your customers.

According to the Pew Research Center, the ideal number for optimal engagement appears to be between 2 to 5 minutes in length.

Video Best Practices

- > **Include Multimedia.** Add audio and visual elements to illustrate concepts.
- > **Keep It Short.** A good rule of thumb is to keep the video to four minutes or less.
- > **Consider Small Modules.** If content can be cut into small, self-contained modules, it will be easier for viewers to identify what is most relevant to their needs. Not only are smaller modules easier to update, but they are more convenient for people who may be viewing on a mobile device or who only need one specific section.

Email

Email Best Practices

What is an Email?

An email in the context of marketing is the act of sending a commercial message, typically to a group of people, using email. Usually, we use a third-party tool to enable customers to opt out of messages, track their engagement with the message, and better understand what messages work best.

Email Best Practices

- > **Use Clear Calls to Action (CTA).** Make your primary CTA stand out, and make it very clear what the benefit is of clicking through.
- > **Include “Follow Me” Section.** Add follow buttons or links for internal social media platforms or corporate websites, so your employees can always actively participate.
- > **Use Incentives to Increase Open Rates.** When you include an incentive in your subject line, you can increase open rates by as much as 50%.
- > **Stick to Fewer Than Three Typefaces.** The less clutter you have in your email, the more conversions you’ll experience. Don’t junk up your email with more than two, or at maximum, three typefaces.
- > **Keep the Main Message and Call to Action above the Fold.** If your main CTA falls below the fold, then as many as 70% of recipients won’t see it. Also, any CTA should be repeated at least three times throughout the email.
- > **Keep Email Width Under 600 Pixels.** If you go wider than 600 pixels, then you’re asking visitors to scroll horizontally to read your entire message.
- > **Write Compelling Subject Lines.** A good subject line should contain no more than 30 to 50 characters. It should also create a sense of urgency, and it should give readers some indication of what to expect once they open the email.
- > **Conduct a 5-Second Test.** Send a copy of the email to a friend or business associate. Can they quickly tell what your call to action is?



IT INFORMATION





Digital Governance

Guidelines and Regulations

The following is important information regarding guidelines and regulations that must be adhered to, as well as details about domains. Please contact the IT Department with any questions.

- > *General Data Protection Regulation (GDPR) Guidelines:* H.B. Fuller conducts business across the globe, and as such must ensure that all things digital are in compliance with the GDPR. For questions, please review our [Privacy Notice](#) or contact the legal department in EIMEA.
[Learn more here.](#)
- > *Personal Information Protection and Electronic Documents Act (PIPEDA) Guidelines:* In Canada, organizations covered by PIPEDA must generally obtain an individual's consent when they collect, use or disclose that individual's personal information.
[Learn more here.](#)
- > *California Consumer Privacy Act (CCPA) Guidelines:* Effective January 1, 2020, the CCPA is a bill that enhances privacy rights and consumer protection for residents of California, United States.
[Learn more here.](#)
- > *Web Content Accessibility Guidelines (WCAG) Guidelines:* The Web Content Accessibility Guidelines covers a wide range of recommendations for making Web content more accessible. Following these guidelines will make content more accessible to a wider range of people with disabilities.
[Learn more here.](#)



Domains

Do I Need this Website?

Consider the following when working with domains.

- > Can host subdomains under hbfuller.com (e.g. careers.hbfuller.com)
- > All websites must have SSL
- > We do not buy every variation of a domain just to have it
 - Domains are expensive and time consuming to maintain
- > If you require a new domain, open an IT ticket (dial x4040 for assistance requesting a new domain name, and create a ticket assigned to Infrastructure)
 - IT will vet from a security perspective, and Global Communications will vet from a business perspective to make sure that all websites align with our overall global digital strategy

