



PRESS RELEASE

Fix & Flash from Bostik “Voted Product of the Year 2019”.

Colombes, 23 January 2019



Bostik has gained recognition by consumers, who have voted Fix & Flash “Product of the year 2019” in the “repair glue” category.

“Less than 9 months after the launch of Fix & Flash, we are pleased and honored to be given this recognition, a guarantee of quality and performance” states Vincent Legros, Bostik Chairman and Chief Executive Officer. “We constantly strive to develop smart solutions that are innovative, durable and user-friendly. This recognition is testimony that our products offer a genuine “plus” to our consumers and users by making life easier for them. That is our ambition and our greatest satisfaction.”

Building on over 125 years’ experience at the service of industry and construction, Bostik’s latest repair glue Fix & Flash for the first time makes a cutting-edge professional technology available to the general public, for small repairs, decoration and crafts. A break with the traditional world of bonding, Fix & Flash uses LED light to ensure fast curing, on any surface and any material. Simple, easy to apply and rechargeable, it delivers impressive results in terms of effectiveness.



Fix & Flash makes for effective bonding on all surfaces. After the glue has been applied, the bond may be repositioned for 5 seconds before instant bonding is activated by means of an LED light. The glue remains clear, with no yellowing, for a flawless finish.

“Halfway between cyanoacrylate and multipurpose glues, with Fix & Flash we have succeeded in creating a unique positioning for an all-round glue and in forging strong links with our users” explains Sarah Couderchet, Head of Bostik’s DIY France Group, “and this is just the beginning: we intend to continue our development in the French market by providing a complete range of solutions for the general public.” Bostik also plans to market Fix & Flash in the United Kingdom and in Germany in early 2019, before rolling it out in other regions of the world.

Bostik SA

420 rue d’Estienne d’Orves, 92700 Colombes, FRANCE
Société anonyme au capital de 81 123 810 € - 332 110 097 RCS Bobigny
Siège social : 420 rue d’Estienne d’Orves, CS 90067 - 92705 Colombes Cedex, FRANCE
www.bostik.com



Page 2

Colombes, 23 January 2019

About Bostik, an Arkema company

Bostik is a leading global adhesive specialist in construction, consumer and industrial markets. For more than a century, it has been developing innovative adhesive solutions that are smarter and more adaptive to the forces that shape daily lives. From cradle to grave, from home to office, Bostik's smart adhesives can be found everywhere. With annual sales of €2 billion, the company employs 6,000 people and has a presence in more than 50 countries. For the latest information, visit <https://www.bostik.com/>

About Arkema

A designer of materials and innovative solutions, Arkema shapes materials and creates new uses that accelerate customer performance. Our balanced business portfolio spans high-performance materials, industrial specialties and coating solutions. Our globally recognized brands are ranked among the leaders in the markets we serve. Reporting annual sales of €8.3 billion in 2017, we employ approximately 20,000 people worldwide and operate in close to 55 countries. We are committed to active engagement with all our stakeholders. Our research centers in North America, France and Asia concentrate on advances in bio-based products, new energies, water management, electronic solutions, lightweight materials and design, home efficiency and insulation. www.arkema.com

PRESS CONTACTS

- Emmanuelle Louria (Bostik) : + 33 1 49 00 90 68 emmanuelle.louria@bostik.com
- Véronique Obrecht (Arkema) : +33 1 49 00 88 41 veronique.obrecht@arkema.com

Bostik SA

420 rue d'Estienne d'Orves, 92700 Colombes, FRANCE
Société anonyme au capital de 81 123 810 € - 332 110 097 RCS Bobigny
Siège social : 420 rue d'Estienne d'Orves, CS 90067 - 92705 Colombes Cedex, FRANCE
www.bostik.com