

Update & New Products





GORILLA **NEW!**

NEW PRODUCT OPPORTUNITIES



GORILLA GLUE®

INDOOR/OUTDOOR TRULY 100% WATERPROOF

Gorilla Glue truly can be used indoors and outdoors, is unaffected by extreme hot and cold and will not break down when exposed to rain and snow. (Yellow glues are only water resistant)

EASILY SANDED

Gorilla Glue will not gum sandpaper or dull cutting tools like yellow glue.

LONG OPEN WORKING TIME

Gorilla Glue has an open working time of 20 minutes meaning the glue will remain slippery during assembly of your project. The initial "high tack" of yellow glues can grab and freeze up during assembly.

STAINABLE & PAINTABLE

Gorilla Glue leaves an invisible glue line that can be painted and stained. Finishing has never been easier.

INCREDIBLY STRONG & VERSATILE

Gorilla Glue is incredibly strong, bonding all types of wood including pressure treated lumber. In addition, Gorilla Glue bonds stone, metal, ceramic and more.

DRIES NEUTRAL COLOR

Gorilla Glue goes on dark but dries to a light tan neutral color.

MORE COVERAGE

Gorilla Glue need only be applied to one surface because it will foam to 3 times its size. This means Gorilla Glue covers more than 3 times the surface area of other glues and takes less time to spread.



Gorilla Glue

60ml Cost	Retail £5.89	
115ml Cost	Retail £8.59	
250ml Cost	Retail £12.99	
500ml Cost	Retail £21.49	
1 Litre Cost	Retail £37.49	

THE GORILLA GLUE ADVANTAGE:

- Indoor/Outdoor
- 100% Waterproof
- Incredibly Strong & Versatile
- Stainable & Paintable
- Easily Sanded
- More Coverage
- Long Open Working Time
- Dries Neutral Colour



For the Toughest Jobs on Planet Earth

www.gorillaglu.com

GORILLA™ SUPER GLUE

NEW, UNIQUE IMPACT -TOUGH FORMULA

More than twice the
impact strength of
the leading super glue.

BONDS JUST ABOUT ANYTHING

Sticks to glass, wood, metal,
ceramics, most plastics
and more!

IMPACT STRENGTH

Unique rubber particles increase
Impact Resistance and strength
to handle Everyday bumps, bangs
And drops after a repair is made.



REDUCED CLOGGING

Anti-clog tip with metal pin
keeps nozzle clean.

EASY TO US

Thicker formula improves flow
control. Dries in just 30 seconds,
No clamping needed.

For the Toughest Jobs on Planet Earth
www.gorillagluue.com



Gorilla Superglue

THE GORILLA SUPER GLUE ADVANTAGE:

- Impact Strength
- Bonds Just About Anything
- Reduced Clogging
- Easy to Use
- Anti-Clog Metal Tip

NEW!

3gm Tube

Retail
£3.49

2 x 3gm Tubes

Retail
£4.75

15g Bottle

Retail
£6.99



For the Toughest Jobs on Planet Earth
www.gorillaglu.com

Gorilla Wood Glue

THE GORILLA WOOD GLUE ADVANTAGE:

- Stronger & Easier to Use
- Gets Stronger Faster, So Less Clamp Time
- 5 - 10 Minute Open Time
- Dries Natural Wood Color
- Sandable, Paintable Easy Clean-up
- Weather Resistant

NEW!

118ml Cost

Retail

£3.49

236ml Cost

Retail

£5.49

532ml Cost

Retail

£7.49

1 Litre Cost

Retail

£10.9

NEW!



For the Toughest Jobs on Planet Earth
www.gorillaglu.com

Gorilla Epoxy

THE GORILLA EPOXY ADVANTAGE:

- Impact-Tough Formula
- Gap Filling and "Drillable"
- 5 Minute Set: repositioning time for the perfect fit.
- Water and Solvent Resistant
- Easy-to-Use Reusable Syringe
- Low VOC & Non-toxic
Once Cured: safe for everyday handling.

**BRAND
NEW**

Cost

Retail

£5.99

For the Toughest Jobs on Planet Earth

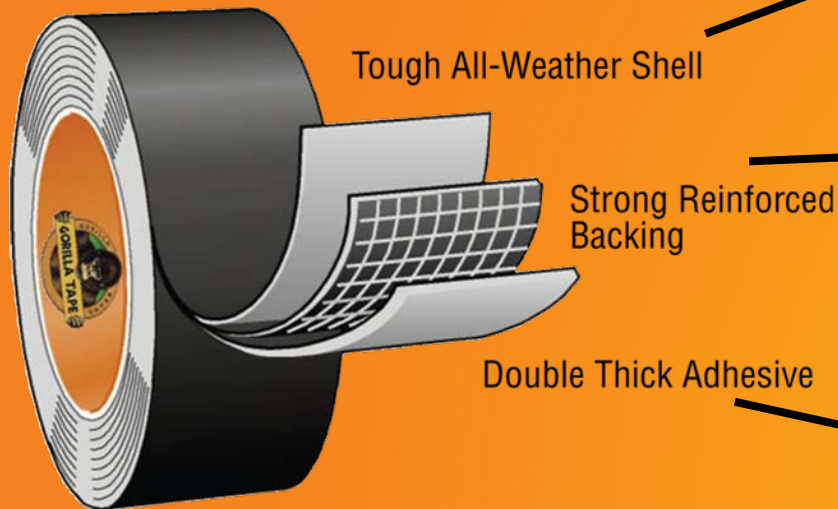
www.gorillaglu.com



GORILLA TAPE: MADE TOUGH!



Made in U.S.A.



- Withstands The Elements Better
- With Tougher Abrasion Resistance
- A Tighter Barrier Against Moisture
- Higher UV Qualities.

- High Fiber-count Cloth Reinforced Backing
- Conformability To Surface Features
- Unique Heft & Ease Of Use
- Incredibly Strong

- Double-Thick Aggressive Adhesive
- Fills In Gaps For A Sticker Grip
- Made For Rough, Porous & Imperfect Service



For the Toughest Jobs on Planet Earth

www.gorillaglue.com

**POPULAR
SCIENCE**

PM

EDITOR'S
CHOICE
AWARDS

09



Gorilla Tape

THE GORILLA TAPE ADVANTAGE:

- Grips Smooth, Rough & Uneven Surfaces
- Double Thick Adhesive
- Strong Reinforced Backing
- Sturdy, Sticky, Water Resistant
- Available in 35 YD., & 12 YD.
- Also Comes in Handy Roll Size



11m Cost

Retail
£5.99

32m Cost

Retail
£10.99

T&W Cost

Retail
£16.49

1 HR Cost

Retail
£2.99



For the Toughest Jobs on Planet Earth

www.gorillagluet.com

Off Shelf impulse Drivers

High Impact Floor Displays

2 oz.
Gorilla Glue
Floor
Display



12/35 yd.
Gorilla Tape
Floor Display



2oz. Gorilla Glue
Super Glue
Floor Display



2/4 oz.
Gorilla Glue
Floor
Display



12 yd.
Gorilla Tape
Floor Display



For the Toughest Jobs on Planet Earth

www.gorillaglu.com

©2009 The Gorilla Glue, Inc. All Rights Reserved. The Information contained herein is confidential and the property of Gorilla Glue.



NEW
For 2012



New Packaging Design



- All of the current products in the range are having a new look
- The packaging will go to 1 language only – UK.
- Clear, concise, easy to read and understand
- Much more eye-catching
- Look better on shelf
- Less clutter packaging
- Starting to roll out now

Available: From Now



New Gorilla Glue 60ml Lid



- Our biggest complaint from consumers is that the 60ml neck gets blocked
- A brand new designed lid is now on the bottles
- Has two wings on it for easier unscrewing and screwing
- Has a pin in the top of the lid that locates in the neck, and creates an airtight seal on the glue
- When you unscrew the lid the pin cleans the neck out, leaving the neck totally clear and free for use again.



For the Toughest Jobs on Planet Earth
www.gorillaglu.com

Available: From Now



Gorilla Superglue 3gm



- Gorilla Superglue 3gm Tube
- New addition to the range
- Same formulation
- Smaller pack
- Allows us to penetrate 3gm market for Superglue sales
- Available in 10 pack displays, Gravity feeds and Floor displays

Available: From Now

For the Toughest Jobs
www.gorillaglue.co.uk



Gorilla Wood Glue 118ml



- Same strong formulation
- Same waterproof properties
- Smaller packing for different consumers
- Same unique anti clog tip - no nails needed here!
- Clearly branded Gorilla
- Available in display case of 12

Available: From Aug



Gorilla Wood Glue 1 Litre



- Same strong formulation
- Same waterproof properties
- Larger pack size for larger users of Wood Glue
- Same unique anti clog tip - no nails needed here!
- Clearly branded Gorilla
- Available in a case of 4

Available: From Now

For the Toughest Jobs
www.gorillagluce.com



Gorilla Epoxy



- Impact- Tough Formula
- Gap Filling Epoxy
- 5 minute set, allowing repositioning time for the perfect fit
- Water and solvent Resistant
- Easy-to-use reusable syringe
- Available in 10 pack Display
- Same eye catching design as the rest of the Gorilla range
- Easy to distinguish against our competitors and our other products

Available: From Sept

For the Toughest Jobs on Planet Earth

www.gorillaglu.com



Gorilla Island

- Wire and Steel coated frame
- Inbuilt DVD player with product videos on loop
- Able to carry whole Gorilla Range
- Ideal for stores with good customer flow
- On wheels for easy movement
- Eye catching display
- Dimensions: 46cm x 46cm x 188 cm

Available: From Aug

For the Toughest Jobs
www.gorillagluue.co.uk



Product Detail Wholesale

	Gorilla Superglue 3gm	Gorilla Wood Glue 118ml	Gorilla Wood Glue 1 Litre	Gorilla Epoxy	O'Keeffes Healthy Feet
Packsize	10	12	4	10	6
Code	4044301	5044401	5044361	6044001	8044001
EAN	5704940001278	5704947001285	5704947001292	5704947001520	5704947001407
Cost					
RRP	£3.49	£3.49	£10.99	£5.99	£7.99
Available	Now	August	Now	September	Now