

FOR IMMEDIATE RELEASE

Elmer's To Rebrand Its Commercial Foam Board Substrates Under the ENCORE™ Brand Name

Columbus, Ohio – (May 5, 2010) – Elmer's is renaming its full range of commercial foam board products under the brand name ENCORE™. The rebranding was necessitated by the sale of the Bienfang® fine art paper line which included the trade name.

“With our recent sale of the Bienfang fine art paper line came the need to rename the commercial foam board product range of the same name” explained Candace Overcash, Jr. Product Manager at Elmer's. "The brand name ENCORE™ is part of an overall effort to strengthen Elmer's position as a leading supplier of high quality substrates to the sign, display, and picture framing markets. Our product team was instantly intrigued by the name ENCORE™ for its literal connection to our products as well as the idea of retaking the stage to wow the audience.”

ENCORE has already debuted at ISA. Elmer's will begin using the new ENCORE™ brand name immediately for all commercial foam board products previously marketed under the Bienfang® brand including MightyCore®, PilloCore®, MightyPrint™ Expressions, SingleStep®, and Black-on-Black® among others.

The new brand identity is vibrant red with a complementing warm grey. Brand guidelines and specifications are available on request.

ENCORE Products will continue the heritage of quality established by the Bienfang brand. Manufacturing will continue unchanged at Elmer's Statesville, North Carolina facility. Constance Henshaw continues as the Vice President of ENCORE™ Products, Roger Lahman of Lahman Associates, LLC as the Western US Territory Manager, Otto Witzleb of Witzleb Associates, LLC as the Northeastern US Territory Manager, Susan Snow, CPF of Sue Snow & Associates as the Canadian & North Central US Territory Manager, Kerry Bone of KBA as the Southeastern US Territory Manager and Joaquim Pires of McKim Group as the International Sales Manager. Debbie Hager and Billy Steele continue to assist with all Customer Service needs.

Product numbers associated with specific products will not change.

About Elmer's, Inc.

ENCORE Products, a division of Elmer's Products, Inc. is located in Statesville, NC and serves Elmer's Business-to-Business Markets in foam board substrates.

Additional information is available at www.encoreproducts.com

Encore Products Customer Service is available at 1-800-873-4868

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