

A green apple with several leaves is shown in the middle of a water splash. The water droplets are frozen in time, creating a dynamic and energetic scene. The background is a dark, almost black, gradient.

**gravity**  
GLOBAL

# Bostik Born2Bond™

‘Engineering Adhesives for the Modern World’



# Insight, Planning and Strategy

# An In-depth Strategic Planning Phase

**Project map**

Sales targets - €1.5 billion

**Henkel**

Clean and clear presentation

**Worldwide July 2019**

The Americas and EMEA APAC

**Current landscape**

- As it stands, the Bom2Bond product range does not have a solid competitive edge versus competitors ('me too' products).
- Ambitious but tight
- Hard to differentiate

**Commercial objectives**

- Clean and clear presentation

**Developing the strategy**

**Sales funnel - with indicative strategy**

Targeting: Establish target organisations, Build ABM strategy around target groups, Build/purchase/analyse existing database of companies and key contacts.

Capture: Email, Direct mail, Paid social, Paid search, Content, Exhibitions and events (B2B).

Convince: Email, Direct mail, Remarketing (online & social), Case studies, Content, Events and exhibitions (B2B).

Convert: Comprehensive package of materials for use during and after meetings/promo/contract.

Retention/advocacy

**Target audiences**

Groups: Distributors (Generalists), Distributors (Specialists), Distributors (Generalists).

End-users: Smaller OEMs (goods) e.g. Tier 3 MRO (Utilities: waste, water, power generation, etc).

**Distributor personas**

Business/Account Developer & owner, Category manager, Technical manager, Sales team, Purchasing manager.

Key decision makers, Influencers.

**End-user personas**

R&D/Innovation manager, Design engineer, Asset manager (MRO), Maintenance engineer, Manufacturer process engineer, Health & safety manager.

Key decision makers, Influencers.

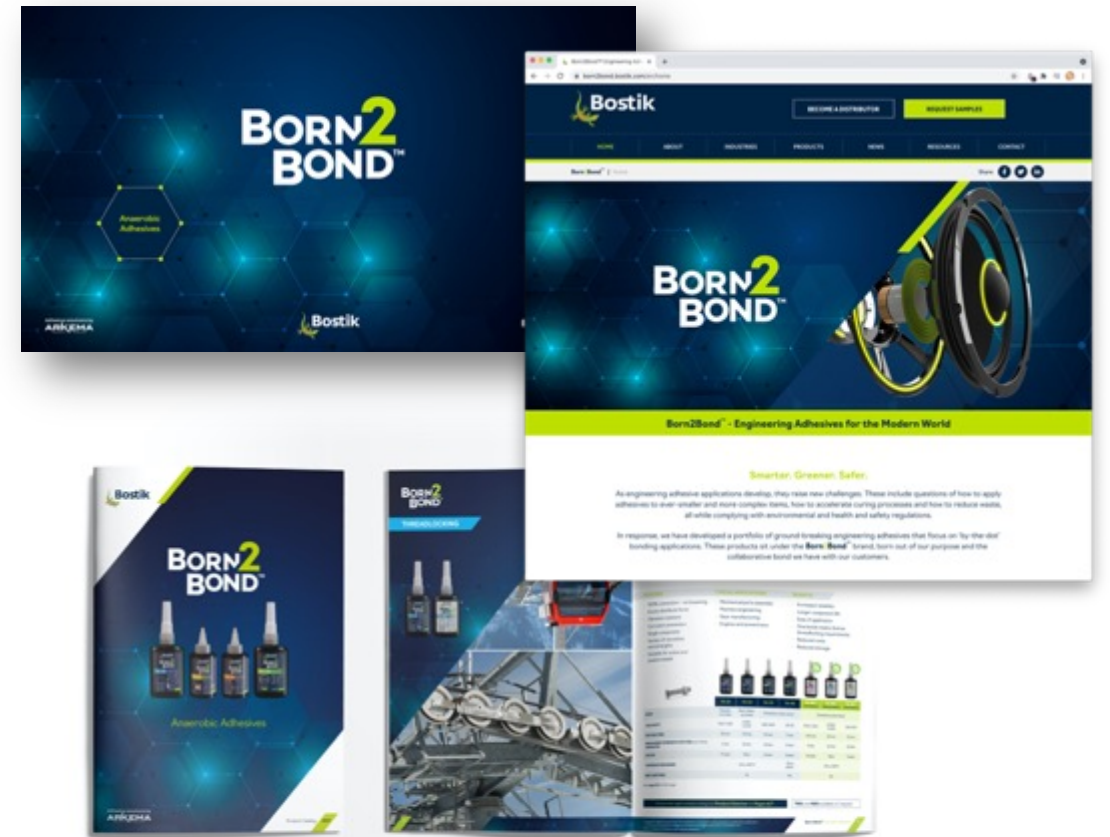


# Brand Development

# A New, Unique Identity for Born2Bond™



Initial brand exploration carried out by Bostik and incumbent agency



Finalised visual identity later developed by Gravity



# Microsite

# A Market-leading, Dedicated Microsite

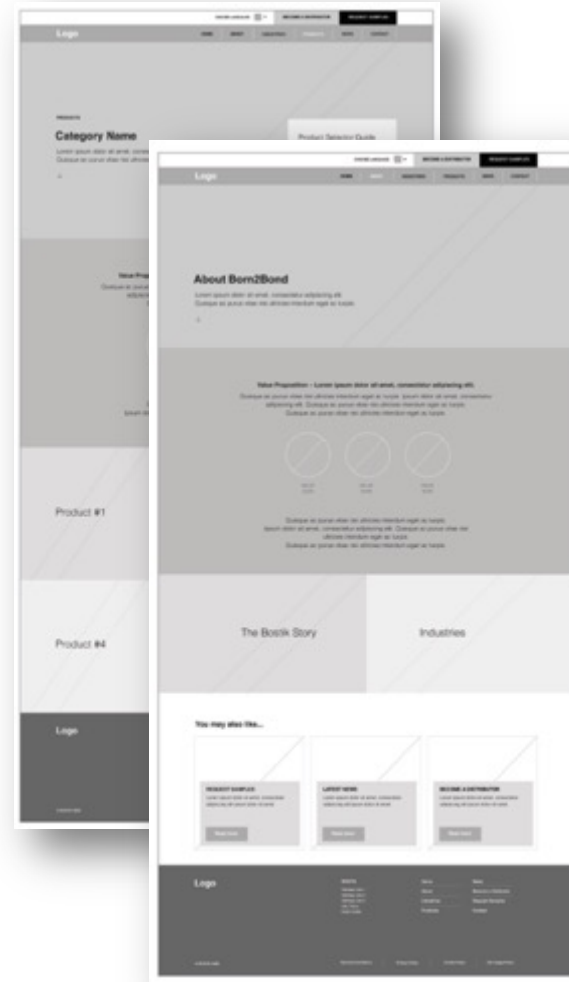
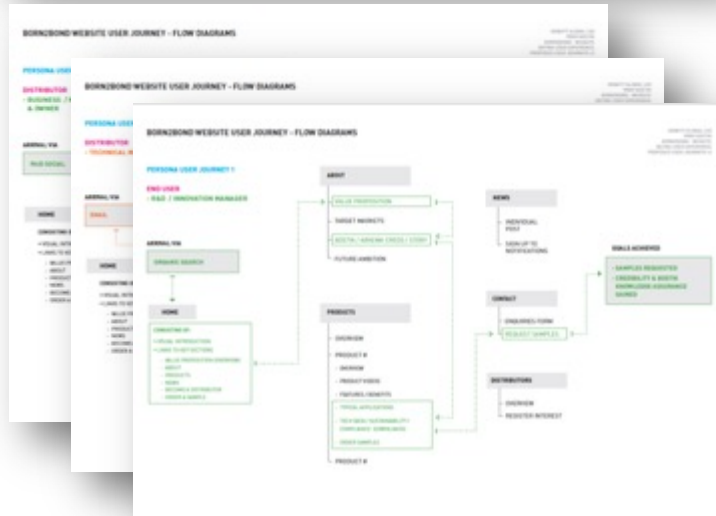
## Our web project approach

In order to build a website that works for your audience and delivers against your objectives, it's imperative to get the foundations in place. This means having clearly defined requirements – both immediate and future, to ensure the structure of the site works now and moving forward.

Before any creative activity on the design of the Born2Bond microsite can take place, a plan of the deliverables for the project must be created and specified.

The following are the stages Gravity will work through to create a website that meets these user requirements:

- Define the overall user experience deliverables
- Understand and specify a 'context of use' description
- Define user groups, personas and user journeys
- Specify needs and define user requirements
- Confirm information architecture, navigational structure and demonstrate in wireframes
- Produce high-fidelity designs
- Development and testing
- Approval and process



<https://born2bond.bostik.com/en/home>

# A Regular Stream of Varied Microsite Content

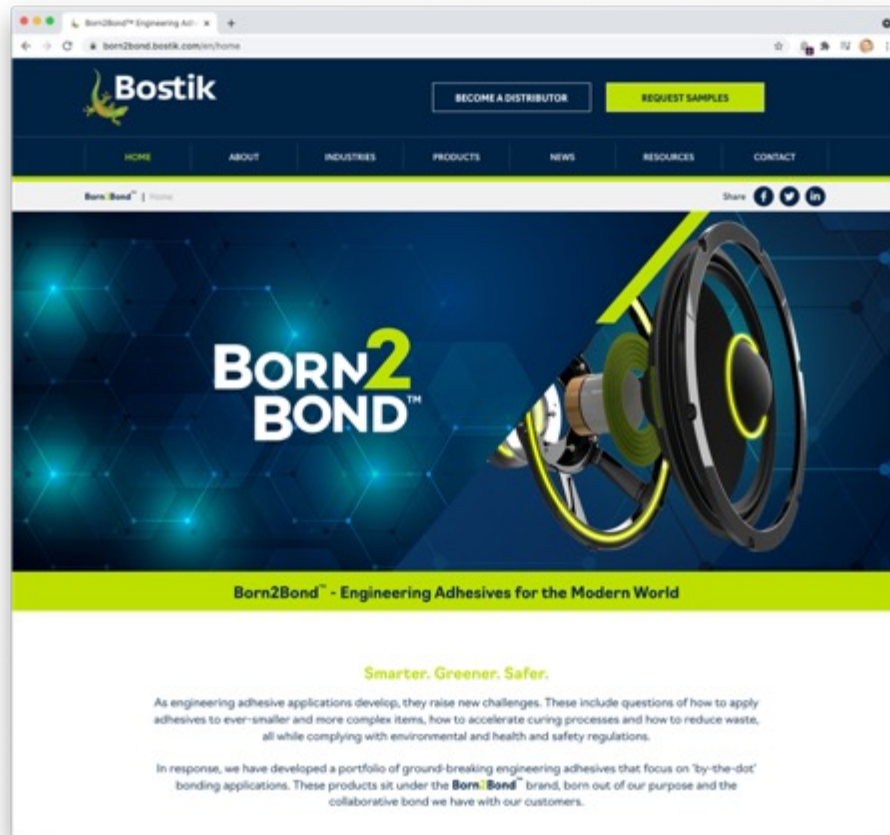
The image displays four overlapping screenshots of the Bostik website's news section. Each screenshot shows the Bostik logo at the top left, navigation links (HOME, ABOUT, INDUSTRIES, PRODUCTS, NEWS), and buttons for 'BECOME A DISTRIBUTOR' and 'REQUEST SAMPLES'. The news articles shown are:

- 19 AUGUST 2021:** "How can the use of adhesives in the manufacturing process impact sustainability?" with an image of wind turbines and solar panels.
- 25 NOVEMBER 2021:** "Crackless – opening a new world of possibilities in cyanoacrylate adhesive development" with an image of a smartphone.
- 19 NOVEMBER 2021:** "Bostik provides vital repair solutions in international yacht race" with an image of a repair kit and various adhesive tubes.
- 31 OCTOBER 2021:** "Meet Bostik's Engineering Adhesives team... Polivio Goncalves" with a portrait of Polivio Goncalves.

Below the screenshots, a URL is provided: <https://born2bond.bostik.com/en/news>



# A Significant Number of Highly-engaged Visitors



<https://born2bond.bostik.com/en/home>

## Results (2020/21)

43k

Users

16.61%

Bounce Rate

41 sec

Avg. Session  
Duration

952

Goal  
conversions



# Sales Collateral



# High Performance HMPUR – Brochure



# UV-CIPG Gasketing – Brochure



# Anaerobic Adhesives (WL) – Sales Presenter



	TN-02	TN-03	TN-70	TN-90
GRADE	Lowest strength	Med. strength	High strength	Class 9.8
VISCOSITY (cP)	100-1500	2-500	400-600	20-50
CURE TIME	20 min	<10 min	10 min	7 min
SECULARITY STRENGTH ON STEEL (20-25°C) UNWEALED	4 N/m	20 N/m	33 N/m	52 N/m
COLOR	Purple	Blue	Green	Green
TEMPERATURE RANGE	0 to 180°C			-50 to 180°C
ISO CERTIFIED	Yes			Yes

# High Performance HMPUR – Sales Presenter

**High Performance HMPUR Adhesives**

**BORN2 BOND** HIGH PERFORMANCE HMPUR RANGE

**Born2Bond™ HMPUR HHD 6002**

- Specially designed for precise auto disp
- High production efficiency with reduction
- Excellent humidity, sebum, temperature and in

HMPUR HHD 6002		
Color	Off White	
	Unit	Value
Viscosity @ 100°C	mPa.s	5500
Operation Temp	°C	120 - 140
Open Time	min	2

- High initial bonding strength
- Excellent environmental and chemical resistance
- High bonding on plastics

**BORN2 BOND** HMPUR HHD 6009

**Excellent bonding on various materials, with high production efficiency**

- High bonding, especially on metal and glass
- Excellent fluidity and chemical resistance
- Good flexibility
- Suitable for a variety of application methods
- Good balance between strength and elasticity
- Low application temperature

HMPUR HHD 6009		
Color	Off White	
	Unit	Value
Viscosity @ 100°C	mPa.s	3500
Operation Temp	°C	100 - 120
Open Time	min	2 - 5

**BORN2 BOND** HIGH PERFORMANCE HMPUR

**Selection guide**

Our selection guide is designed to help you identify the right **Born2Bond™ High Performance HMPUR** solution for your bonding requirements.

**Bostik**

# UV-CIPG Gasketing – Sales Presenter



**BORN2 BOND** UV-CIPG Gasketing

**A step forward**

Our **Born2Bond™ UV-CIPG Gasketing** solution has been designed to address the challenges associated with traditional gaskets.

	Hidden and cut gaskets	Heat- and humidity-cure gaskets	Born2Bond™ UV-CIPG solutions
Labor intensity	Red	Yellow	Green
Defect rate	Red	Yellow	Green
Floorspace required	Red	Yellow	Green
Automation	Red	Yellow	Green

■ Poor  
■ Moderate  
■ Excellent

**BORN2 BOND** **REDUCED PRODUCTION COSTS**

**Save on labor, floorspace and materials**

- Dispensed using automated equipment, minimizing manual intervention and associated labor costs
- Reduced floorspace required for ovens, cooling spaces and manual assembly, resulting in lower operating costs
- Reduction in waste of materials from cracking or human error

**BORN2 BOND** **Born2Bond™ UV-CIPG Gasketing range\***

Use the table below to find the right solution for your Electronics and Automotive applications.

Specifications		AUTENC	AUTADM	AUTADM
		Best suited for materials: Highest flexibility and elasticity. No cracks even with 50% compression	Highly resistant grade for auto application	Great durability, great deformability
Viscosity (dPa.s / 20°C)	80 gpa	540,000	400,000	400,000
	80 gpa	200,000	40,000	170,000
Flowability index (dL/g) / 50 gpa		4.1	4.1	4.8
Density	g/cm³	1.1	1.1	1.1
Strength at break (MPa)	MPa	4.0	4.0	4.0
Elongation (MPa)	%	1,000	400	400
Hardness	Shore A	77	55	58
	Shore D	40	—	—
Compression set (MPa) / 20°C x 24h	MPa	0	0	0
	MPa	0	0	0
Hydrolytic resistance (20°C x 96h)	MPa	1,000	1,000	1,000
Shelf life	Months	12 months	12 months	12 months
Typical applications		Smart watches, Security cameras	Automotive ECUs, Transmission modules, ADAS	Automotive ECUs (ADAS, IV etc.)





# Case Studies



**Bostik BORN2 BOND**

**APPLICATION OVERVIEW**

Highly technologically advanced and complex modern products that are increasingly being marketed and more intricate than ever before. For most cases and manufacturers, this means continuing to push the limits for increasing smaller dimensions that can give consumers new product options while anything they can do better.

The manufacturing of devices can present assembly and bonding challenges, especially when joining electronic sensors and actuators in an already small component, such as inside the shaft of an archery arrow.

Fortunately, for a leading electronic device manufacturer, Bostik's **Born-Bond® Flex or Light Lock HV adhesives** helped them address these challenges and make an even stronger and more accurate.

**CHALLENGE**

A leading electronic device manufacturer was looking to Bond an integral sensor and HV to an arrow shaft inside the shaft cavity. In addition to being very small and complex in design, the sensor and HV had to be highly reliable and resistant to moisture, as well as the high velocity, high impact force an arrow shaft experiences.

The company's initial bonding solution was looking to provide stability in this small and complex environment. The bonding requirements needed for both the sensor and HV were very demanding. The following table summarizes the requirements:

The sensor and HV had to be bonded to the shaft of the arrow while being subjected to the high velocity, high impact force an arrow shaft experiences.

The bonding solution needed to be highly reliable and resistant to moisture, as well as the high velocity, high impact force an arrow shaft experiences.

It is important to note that the solution had to be able to be used in a small and complex environment.

**ADDITIONAL VALUE**

**Key Features:**

- High strength adhesive for consistent strength and durability.
- High impact resistance for enhanced performance.
- Low modulus for greater flexibility and protection from water ingress.

**Key Benefits:**

- Increased bond strength and durability.
- Improved performance in high impact environments.
- Enhanced protection from water ingress.

**Key Challenges:**

- High impact resistance for enhanced performance.
- Low modulus for greater flexibility and protection from water ingress.
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Get started using **Born-Bond**! Visit [Born-Bond.com](http://Born-Bond.com) for full product line information.

'Arrow'



**Bostik BORN2 BOND**

**APPLICATION OVERVIEW**

Traditionally, consumers have viewed eyeglasses as uncomfortable and unappealing. To address these issues, today's manufacturers are using high performance materials to incorporate different features such as rubber temple tips and decorative. Their goal is to improve the overall comfort and usability of the glasses, and also enhance their image. However, these new features are increasingly small, thin and lightweight, which can present a manufacturing challenge because they require very specific bonding techniques in order to meet end user needs and expectations.

Recently, two of Bostik's **Born-Bond®** instant adhesive products, **Ultra HV and HV** were put to the test to see if they could overcome these challenges for eyeglass frame applications while also enhancing manufacturing process performance and consumer satisfaction overall.

**CHALLENGE**

A leading eyeglass frame manufacturer was using a lot of different adhesives to bond their temple tips to their eyeglass frames. However, some of the adhesives were not performing as well as they needed to. They were looking for a single adhesive solution that could meet all their needs. The following table summarizes the requirements:

The adhesive needed to be highly reliable and resistant to moisture, as well as the high velocity, high impact force an arrow shaft experiences.

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Eyewear



**Bostik BORN2 BOND**

**APPLICATION OVERVIEW**

Automated robotic systems are fundamental components of modern day production lines, helping brand owners and manufacturers to maximize quality, output and profits. They also increase flexibility and stability while reducing expenses from maintenance and safety issues.

The careful assembly and regular maintenance of robotic equipment is essential to guarantee reliability, maximize uptime and ensure safe operation.

Bostik's **Born-Bond®** **Ultra HV** and **HV** instant bonding solutions were chosen for their high quality bond, required only their thin and precise nature (which can vary between applications).

**CHALLENGE**

A leading robotic system manufacturer was looking to Bond an integral sensor and HV to an arrow shaft inside the shaft cavity. In addition to being very small and complex in design, the sensor and HV had to be highly reliable and resistant to moisture, as well as the high velocity, high impact force an arrow shaft experiences.

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Robotics

# Industry Flyers

**BORN2 BOND** Engineering Adhesives for Marine Applications

**Bostik**

**BORN2 BOND** Engineering Adhesives for Marine Applications

Bostik BORN2 BOND Engineering Adhesives feature fast-curing and high-strength products with optimum moisture, humidity and chemical resistance qualities, making them ideal for marine assembly and repairs.

**MARINE ASSEMBLY & REPAIRS**

BORN2 BOND Engineering Adhesives are suitable for multiple substrates including metal, wood, leather, rubber, plastic, composites and alloys. This flexibility, combined with ease of application and fast curing speeds help accelerate assembly, maintenance and repair processes, reduce downtime and result in a more sustainable approach versus replacement of parts.

**RECOMMENDED BORN2 BOND SOLUTIONS:**

- BORN2 BOND ULTRA & LIGHT LOCK**
  - Multiple viscosities, including low
  - No blooming (UV cure of Light Lock)
  - High strength
  - Ability to apply with injectors, to enter small holes and gaps
  - Fast curing
  - Cure on demand (dual cure of Light Lock)

Adhesive solutions by **ARKEMA**

Marine

**BORN2 BOND** Engineering Adhesives for Eyewear Applications

**BOSTIK**

**BORN2 BOND** Engineering Adhesives for Eyewear Applications

Bostik BORN2 BOND Engineering Adhesives allow eyewear manufacturers to design and produce traditional and smart eyewear with long-lasting performance and a perfect, delicate finish. Low-odor formulations and precision by-the-dispensing solutions offer increased production optimization and efficiency, safer working conditions and reduced wastage – all without compromising performance or aesthetics.

**BORN2 BOND SOLUTIONS**

- TEMPLE AND ARM ASSEMBLY**
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
- ELECTRONICS INCAPSULATION**
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
- BATTERY CELL AND BMS ASSEMBLY**
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
- THEMATIC COATING OF SCREENS**
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
- DISPENSING OF LENSES**
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
- NOSE PAD ASSEMBLY**
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
- LENS TO FRAME BONDING**
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
- CAMERA BONDING**
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)

Adhesive solutions by **ARKEMA**

Eyewear

**BORN2 BOND** Engineering Adhesives for Audio Applications

**BOSTIK** **BORN2 BOND**

Engineering Adhesives for Audio Applications

**BORN2 BOND SOLUTIONS**

- LOWER PLATE ASSEMBLY**
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
- SPRINKLE TO VOICE COIL BONDING**
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
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  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
- SPRINKLE TO FRAME BONDING**
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  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
- EDGE TO EDGE BONDING**
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
- WAGNET TO PLATE BONDING**
  - BORN2 BOND UV-SPRAY Adhesive (UV-curable)
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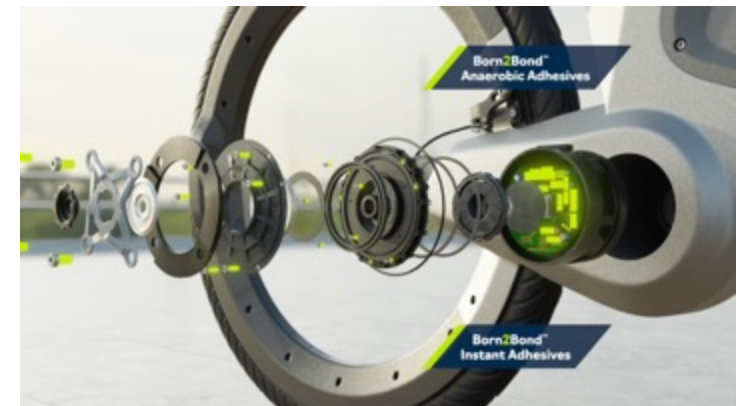
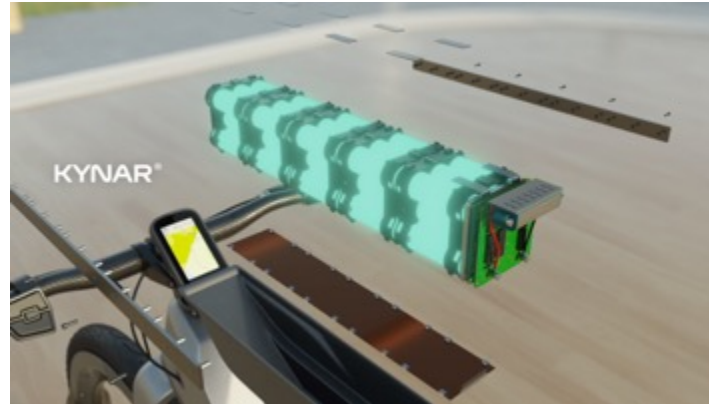
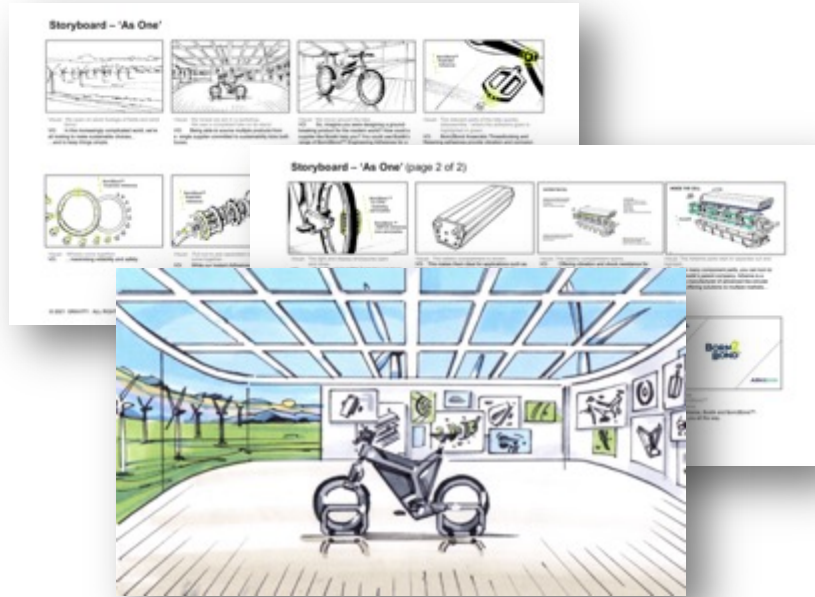
Adhesive solutions by **ARKEMA**

Audio



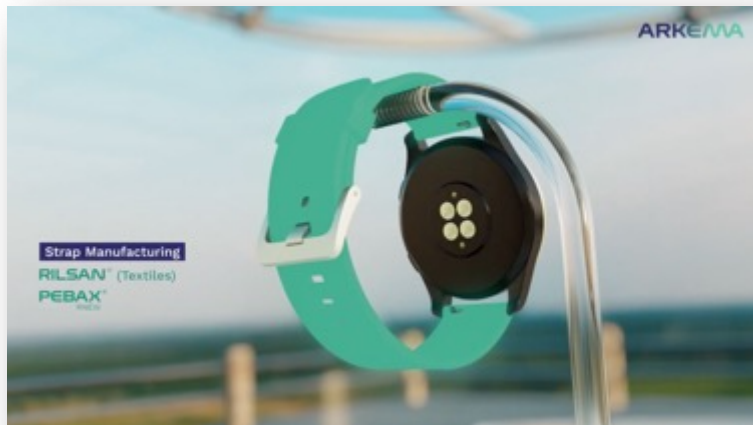
# Videos & Animations

# E-bike Animation



[https://www.youtube.com/watch?v=ouSZCtNhCgk&feature=emb\\_title](https://www.youtube.com/watch?v=ouSZCtNhCgk&feature=emb_title)

# Smartwatch Animation



# Instant Adhesives – Overview Animations



<https://www.youtube.com/watch?v=QIXjToybJng>



[https://www.youtube.com/watch?v=dfISjpG4-zU&feature=emb\\_title](https://www.youtube.com/watch?v=dfISjpG4-zU&feature=emb_title)



[https://www.youtube.com/watch?v=1O1GUEJNsJo&feature=emb\\_title](https://www.youtube.com/watch?v=1O1GUEJNsJo&feature=emb_title)

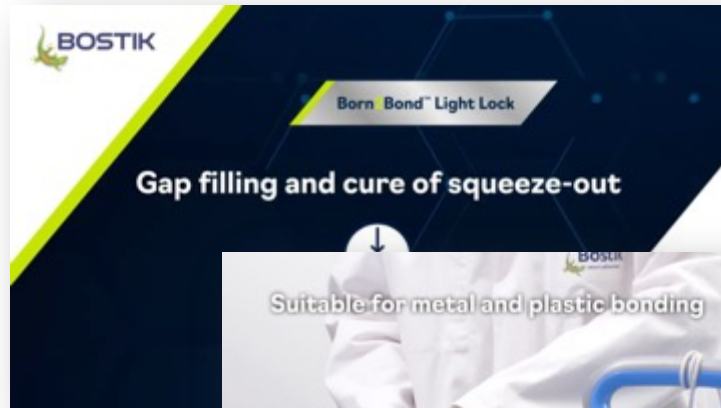


[https://www.youtube.com/watch?v=fqMAMgdNnmo&feature=emb\\_title](https://www.youtube.com/watch?v=fqMAMgdNnmo&feature=emb_title)



[https://www.youtube.com/watch?v=X1W4Moksvj8&feature=emb\\_title](https://www.youtube.com/watch?v=X1W4Moksvj8&feature=emb_title)

# Instant Adhesives – Demo Videos



<https://www.youtube.com/watch?v=ptpoxUznDjE>



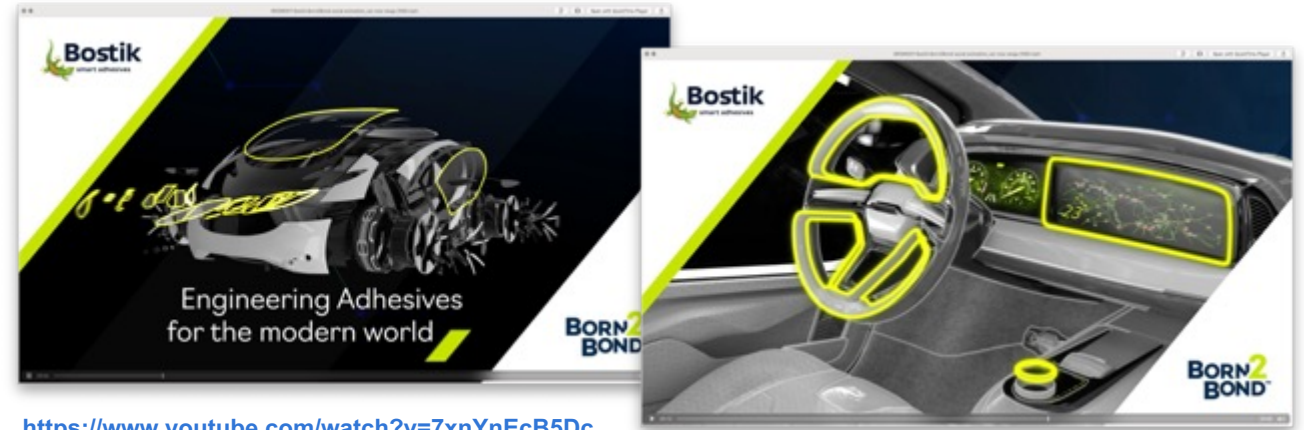
[https://www.youtube.com/watch?v=NbZXqR28-SU&feature=emb\\_title](https://www.youtube.com/watch?v=NbZXqR28-SU&feature=emb_title)





# Paid & Organic Social Media

# Launch Campaign Creative – Social Animations

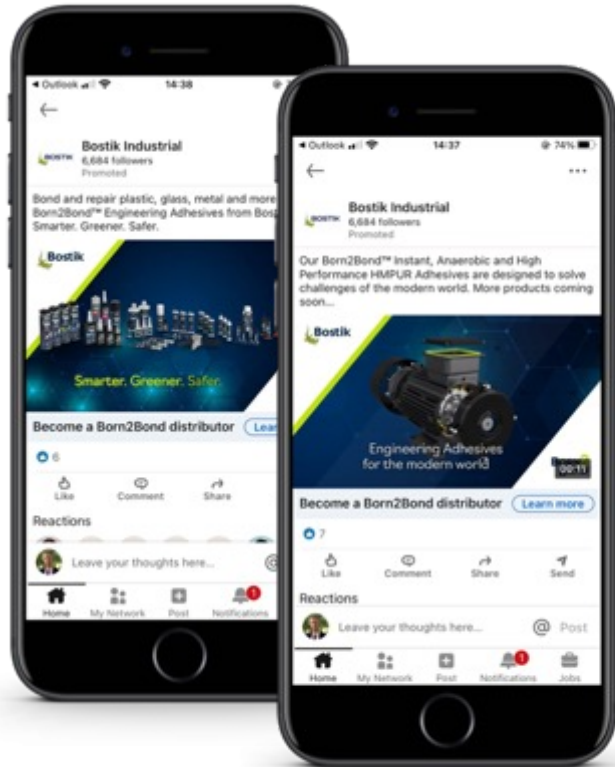


<https://www.youtube.com/watch?v=7xnYnEcB5Dc>

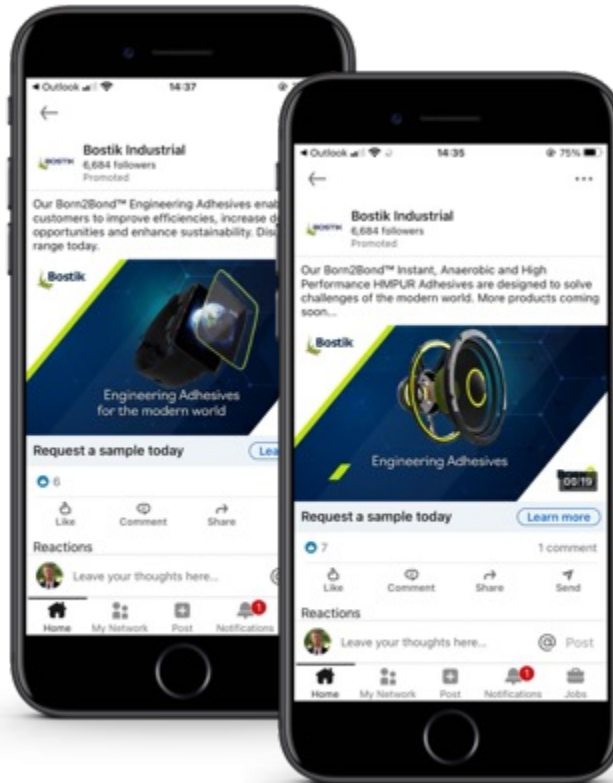


[https://www.youtube.com/watch?v=E-H7wXXEfwU&feature=emb\\_title](https://www.youtube.com/watch?v=E-H7wXXEfwU&feature=emb_title)

# Social Advertising



Distributors



End users (OEM & MRO)

## Results (2020/21)

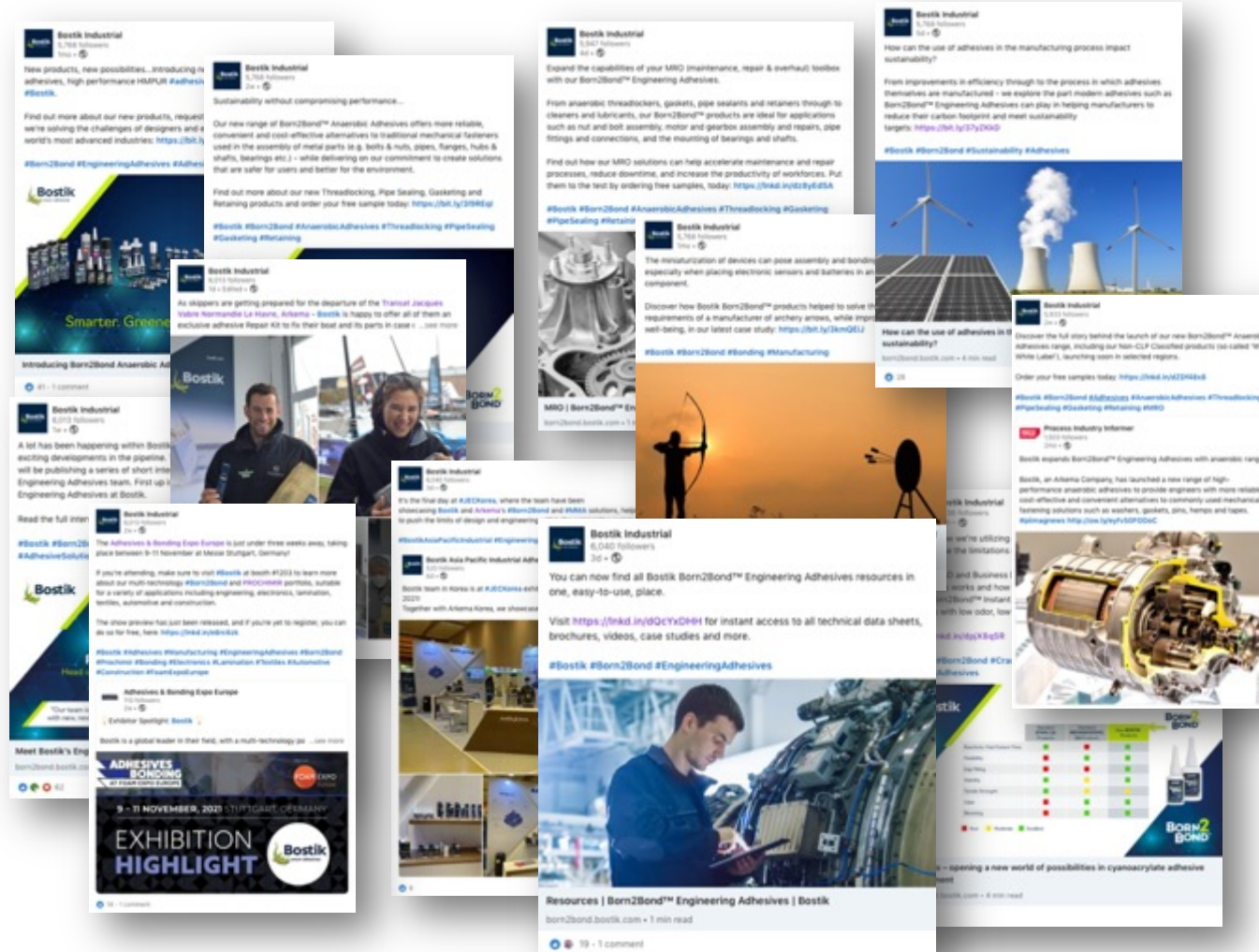
2m+

Impressions

9k+

Clicks

# LinkedIn (Organic/Boosted)





**PR**

# PR



Results (2020/21)

2m+

Total readership for all media where coverage featured



# Webinars

# 'Structural' example

**BORN2 BOND**

## Structural bonding pain points

**1** Smaller and more complex product designs

**BOSTIK TOP TIP**  
When selecting substrates and design criteria, keep the adhesive front of mind

**Born2Bond™ STRUCTURAL**

- High Strength
- Gap Filling
- Repositionable
- Precision
- Multi-substrate Adhesion
- Gel formulation

**Bostik**  
smart adhesives

**Bostik Industrial**  
4,202 followers  
Promoted

Join our webinar to see how our smarter #structuraladhesive offers advanced solutions to today's complex assembly processes. Our technical experts will share best-practice advice about structural bonding techniques and applications and explain how our next-generation solution offers competitive advantage by increasing process flexibility, reducing waste and decreasing downtime.

**BORN2 BOND™**  
Smarter Structural Bonding Webinar

Wednesday, June 17  
11 a.m. - 12 p.m. ET

Register today! [Sign Up](#)

page.arkema.com

**Bostik**  
smart adhesives

**Attend Our Born2Bond Webinar:  
Smarter Structural Bonding**  
Wednesday, June 17 at 11 a.m. Eastern Time

[REGISTER](#)

**COMPLETE THE FORM BELOW TO REGISTER TODAY!**

**ABOUT THE PRESENTERS**

**Jean-Francois Chartrand**  
Technical Director  
Engineering Adhesives  
Global Bostik Inc.

**Christos Karadimas**  
Business Development Director  
Engineering Adhesives  
Global Bostik Inc.

[REGISTER](#)

**BORN2 BOND™**

Attend our **Born2Bond™** Webinar:  
Smarter Structural Bonding

Wednesday, June 17  
11 a.m. - 12 p.m. ET

During this one-hour webinar, you'll learn about the capabilities of our new **Born2Bond™** Structural adhesive product and how it allows you to:

- Meet complex structural bonding requirements
- Increase process flexibility
- Reduce waste
- Decrease downtime

**ABOUT THE PRESENTERS**

**Jean-Francois Chartrand**  
Technical Director  
Engineering Adhesives  
Global Bostik Inc.

**Christos Karadimas**  
Business Development Director  
Engineering Adhesives  
Global Bostik Inc.

During his 26 years with Bostik, Jean-Francois has held R&D positions for product development, innovation and new business development. He has been Technical Director of the engineering adhesives department since 2016, helping support the global **Born2Bond™** product line.

Since joining Bostik in 1993, Christos has been a member of the technical service and business development departments. For the past few years, he has focused on high-performance adhesive development for the Americas.

If you want to learn more about our new **Born2Bond™** Structural product in advance of the webinar – and request a free sample – visit our website [here](#).

To register for this webinar [click here](#).

**Born2Bond™** smart adhesives

**Bostik**  
smart adhesives

**BORN2 BOND™**

Smarter Structural Bonding Webinar

There's still time to register for our Smarter Structural Bonding webinar occurring Wednesday, June 17 from 11 a.m. - 12 p.m. ET!

During the one-hour session, Christos Karadimas (Business Development Director, Engineering Adhesives) and Jean-Francois Chartrand (Technical Director, Engineering Adhesives) will explain how our new **Born2Bond™** Structural product can help you:

- Meet complex structural bonding requirements
- Increase process flexibility
- Reduce waste
- Decrease downtime

Don't wait! Register today!

We hope to see you there!

The Bostik Team

[Register](#)

**Bostik Inc. (AMERICAS)**  
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