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NEW FUSOR TRAINING ALLIANCE COURSES REACH MILESTONE ACHIEVEMENT

Facts:

1. [LORD Corporation](#) originated in Erie, Pennsylvania more than 85 years ago. Today, with annual sales exceeding \$789 million, [LORD](#) is a worldwide leader in [adhesives](#) and [coatings, vibration and motion control](#), and [magnetically responsive technologies](#).
2. LORD[®] [Automotive Aftermarket Repair Department Training Courses](#) develop and deliver courses to the collision repair industry.
3. The [Fusor[®] Training Alliance Courses](#) bring adhesive and [seam sealer](#) application procedures to the body shop.

(Cary, N.C. – January 8, 2012) – [LORD Corporation](#), maker of [Fusor[®] Automotive Repair Adhesives](#), the leading [metal and plastic bonding solution](#) for the [automotive collision repair market](#), has announced the completion of 1,125 clinics to more than 5,503 students in 2012 as part of the [Inter-Industry Conference on Auto Collision Repair](#) (I-CAR) Fusor[®] Training Alliance.

In 2012, LORD updated their Fusor/I-Car training alliance curriculum, which now offers five comprehensive, one hour training courses. The LORD Fusor Training Alliance courses provide the latest adhesive and seam sealer applications procedures and were developed to fit the needs of the body shop professional, automotive OEMs, insurance companies and collision repair industry experts. These courses were designed to teach proper product repair procedures using lean processes that result in repairs that match original, OEM performance and appearance.

LORD Corporation was the first adhesive company to offer such curriculum by the I-CAR through the Industry Training Alliance program and has been doing so since 2001. Formed by I-CAR in 2000, the Industry Training Alliance brings together technical training providers to optimize the educational efforts of the collision industry. Awarded as credit hours rather than points, each one-hour LORD

Fusor course can be customized to fit any shop's schedule during lunch or after hours. In addition, a new weld bonding course offered by LORD is the first of its kind to be recognized by I-CAR.

According to Timothy Jackson, Regional Manager at LORD Corporation, the mission of the LORD Automotive Aftermarket Training Department is to develop and deliver courses to the collision repair industry that enable attendees to obtain the skills necessary to properly use the Fusor Aftermarket product line. The success of these training courses is evident. "LORD Fusor® Automotive Aftermarket products are designed to reduce cycle times, improve overall quality, resulting in improved customer satisfaction. Automotive repair adhesives are used to restore and return vehicles to pre-accident condition, and are specially formulated to repair all types of automotive substrates, using the same proven adhesive technology that is applied to the OEMs," said Jackson. "We are proud to offer this education to our industry and congratulate the collision repair professionals that have successfully completed their training. Achieving this success in 2012 is a major milestone for the program."

In an effort to achieve this milestone, an I-CAR Alliance Incentive Contest was held from July-September for LORD Fusor Regional Managers and representatives. With more than 600 clinics conducted by LORD Fusor representatives from all regions, the following winners were recognized:

- Eastern Region: Eddy Gay with AMMSQ & Associates conducted 89 clinics and was the overall winner within this region, managed by Fusor Regional Manager, Joe Rodriguez.
- Western Region: Pete Carlson of Total Sales & Marketing conducted 64 clinics within the Western Region, managed by Fusor Regional Manager, Larry Johns.
- Central Region: Alex Kovacs and Sandor Kovacs of Anvil & Associates each conducted 40 clinics within the Central region, managed by Fusor Regional Manager, Kevin Creegan.

"We couldn't have accomplished this important milestone without the efforts of all those that participated," said Jackson.

Recognized by the I-CAR training alliance, course instruction includes OEM approved and/or industry accepted techniques, proper and safe use of adhesives and seam sealers, proper product selection for each type of repair, and surface preparation for optimum repair results.

"Fusor has displayed a strong commitment to professionalism through training, and with these efforts have provided value to their customers achieving or maintaining the I-CAR Gold Class Professionals

designation,” said Jeff Peevy, Senior Director of Field Operations and Segment Development at I-CAR.

The I-CAR training alliance clinics from LORD have started to bridge the communications gap between the body shops and OEMs. With the constant technology changes on newer automobile models and structural repair requirements in the industry, technicians can acquire the knowledge they need faster and feel a sense of security with the Fusor training clinics. These courses ensure that technicians are using the proper materials, which are the Fusor recommended products at the OEM level,” said Patrick Vandenberg, Vice President of Sales of Ammsq & Associates.

Available in the U.S. and Canada, the following courses are offered: Fusor 002 Bumper Repair, Fusor 003 Composite Repair and Bonding, Fusor 004 Metal Bonding, Fusor 005 Weld Bonding and Fusor 006 Sealing and Sound Control. For more information or to register, contact your local Jobber, Fusor Rep or sign up at www.lord.com/repairclinics.

About LORD

Developed by LORD Corporation, a pioneer and global leader in the development and manufacture of high-performance bonding solutions for more than 50 years, Fusor products have been a proven solution in the aftermarket for more than a decade. In addition to a wide range of acrylic, epoxy and urethane products for metal and plastic bonding and repair, Fusor offers a line of sealers, foams, guns and other accessories.

Founded in 1924, LORD Corporation is a privately-held company that designs, manufactures and markets mechanical devices and electromechanical systems to control vibration, motion and noise; formulates, produces and sells general purpose and specialty adhesives, coatings and electronic materials; and develops products and systems utilizing magnetically responsive technologies. With headquarters in Cary, N.C., and sales in excess of \$789 million, LORD has manufacturing in nine countries and offices in more than 15 major business centers. LORD Corporation employs more than 2,700 worldwide. Visit www.lord.com for more information.

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