

# ASC HOT MELT SHORT COURSE

APRIL 23-24, 2018 • HYATT REGENCY MIAMI • MIAMI, FLORIDA

## **SPEAKING OPPORTUNITIES!**

*Share your knowledge and expertise by presenting at this short course. For inclusion, contact Connie Howe at [connie.howe@ascouncil.org](mailto:connie.howe@ascouncil.org) or Malinda Armstrong at [Malinda.amrstrong@ascouncil.org](mailto:Malinda.amrstrong@ascouncil.org)*

*Co-located with the 2018 Annual Spring Convention & EXPO in Miami, Florida.*

## **Course Description**

This course presents formulation strategies, based on application and performance requirements for a variety of hot melt adhesive markets by industry experts. Learn how plasticizers, tackifiers and waxes are used to enhance base polymers for optimized processing and properties and how to evaluate the mechanical and rheological behavior of hot melts and resulting bonded assemblies.

**Ideal for...** anyone involved with selecting, formulating and/or implementing hot melt adhesive technology for specific applications. Sales, product managers and marketing professionals would also benefit by increasing technical depth of additive options available for tailored solutions to product requirements.

Participants are invited to attend the ASC EXPO being held on at no additional charge to network with the industry and learn about the latest innovations in the industry.

## **Program Topics**

- Hot Melt Market Overview
  - Packaging
  - Footwear
  - Electronics
  - Printing
  - Automotive
- Polymer Types
  - Polyolefins
  - Ethylene vinyl acetate
  - Styrene Block Copolymers
  - Polyurethanes – Thermoplastic & Reactive
- Formulating Strategies
- Additives
  - Plasticizers, Waxes
  - Rosin ester, Terpene & Hydrocarbon Tackifiers
- Testing and Measurement
- Applications and Equipment
  - Packaging & Paper Converting
  - Nonwovens
  - PSA Labels & Tape
  - Assembly

## **Registration Fees:**

**Short Course ONLY:** ASC Member/End-User: \$725 • Nonmember: \$1,100

**Short Course with Convention:** ASC Member/End-User: \$1,175 • Nonmember: \$1,900

## **Accommodations\*:**

Hyatt Regency Miami, Miami, Florida • (305) 679-3046

*\*Special group rate of \$209 single/double occupancy before March 30, 2018.*

ONE OF TWO  
**ASC**  
2018 SPRING  
SHORT COURSES

**Learn more or Register at [www.ascouncil.org](http://www.ascouncil.org) under “Events” tab on the home page.**

To learn more, contact Connie Howe at (301) 986-9700 x104 or [connie.howe@ascouncil.org](mailto:connie.howe@ascouncil.org)