

FORZA VALUE PROPOSITION CORE ELEMENTS

VALUE PROPOSITION	<ul style="list-style-type: none"> • Big-Picture Expertise. Small-Town Care • We unleash the strength and spirit of America's Heartland to build high-performance adhesives and sealants—while delivering the kind of customer care that big companies forgot how to give. • Purpose-Built Performance. Guaranteed Strength.
DECADES OF REAL-WORLD KNOW-HOW	<ul style="list-style-type: none"> • We've seen it all. With over 30 years in the field, we don't guess—we get it right. • We understand how adhesives & sealants behave in real-world conditions, not just in lab tests. • We know a thing or two, because we've seen a thing or two. • If you have a unique situation, we've most likely seen it and have already come up with a specific solution for it.
PURPOSE-BUILT PRODUCT SOLUTIONS DESIGNED FOR YOUR PRECISE APPLICATIONS	<ul style="list-style-type: none"> • Our solutions are never one-size-fits-all. • We engineer adhesives and sealants for the exact needs our customers face—so they perform exactly as needed, the first time. • Our products deliver guaranteed performance
INTENSE INDUSTRY FOCUS, ENGINEERED FOR PERFORMANCE	<ul style="list-style-type: none"> • Always Insightful. Never limited in expertise or offerings • We don't try to serve everyone. We serve the industries we know best—like transportation, industrial manufacturing, construction, marine, and insulation. • That's why our formulas, testing, and compliance know-how are second to none. • If it's important to you, it's important to us
PRODUCT PORTFOLIO THAT GIVES ALL YOU NEED & NOTHING YOU DON'T	<ul style="list-style-type: none"> • Most complete and comprehensive portfolio available • Our product line covers everything from core adhesives and sealants to niche products and specialty tapes. • We don't just cover one or two of your needs, we do them all! • If it bonds, seals, or sticks—we probably make it. If we don't, we'll help you find what does.

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INNOVATION FROM SCIENCE <u>AND</u> COMMON SENSE	<ul style="list-style-type: none"> • We Innovate with a purpose, blending cutting-edge science with in-field common sense. • Our R&D teams are always improving what works—and tossing out what doesn't. • We blend great science with great practicality. To create products that aren't just great in theory but that are actually great in use. • Less waste, better chemistries, faster applications, and safer ingredients. Always for the customer.
FULLY INTEGRATED FACTORY - PROUDLY MANUFACTURED IN THE USA	<ul style="list-style-type: none"> • Real people, making real products, making a real difference! • We don't just resell & re-label someone else's products, we actually make them. • We proudly manufacture our products in the USA, in America's heartland. • From R&D to manufacturing, our vertical integration gives us full control over quality, consistency, and availability.
ONSITE R&D TECHNICAL EXPERTISE DELIVERS RIGHT SOLUTION - RIGHT ON TIME	<ul style="list-style-type: none"> • Guaranteed performance with our in-house lab • No wasted time. No off-the-shelf guesswork. Just the right product, right away – proven and validated. • When a product doesn't exist to meet your need, our in-house chemists & testing teams can create & validate custom formulas tailored to your application—fast.
SUSTAINABLE THINKING THAT WORKS	<ul style="list-style-type: none"> • We build stronger, safer products without sacrificing performance. • We're pushing for a cleaner, more sustainable future—but never at the cost of quality.
CUSTOMER EXPERIENCE THAT'S TRULY AN EXPERIENCE	<ul style="list-style-type: none"> • We answer the phone. We know your name. We help you get the job done. • Our owners and tech teams are hands-on and accessible—no call centers, no runaround, no delays. • Real people. Real care. Real expertise. • We provide the quality & performance of a Fortune 500 company with the service, know-how, & personalized care of a family-owned, corner grocery store.