



FOR IMMEDIATE RELEASE
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FEICA's FIRST GOOD PRACTICE STORIES PUBLISHED

FEICA, the Association of the European Adhesive and Sealant, continues to make strides in raising awareness of the significant efforts made by the industry to be more sustainable.

FEICA's recently published Good Practice stories highlight the association's latest initiative specifically developed to support its sustainability goal by sharing knowledge and examples across the industry to inspire adhesive and sealant companies to adopt and share good practices. The Good Practice stories also aim to enable the downstream users of adhesives and sealants to pursue more sustainable production practices in order to produce more sustainable goods.

Every Good Practice story draws on information supplied by a member company that describes a notable product or process improvement which helps to deliver sustainability benefits. FEICA uses this material to create a brief, neutral summary with the emphasis on sustainability. Recognition for the relevant member company is provided in the form of references to the company's own, more comprehensive communications materials.

Philip Bruce, FEICA Secretary General, has encouraged all FEICA members to send relevant material. He added that "Good practice stories are a great and simple way to help us raise awareness of the industry's capability and strength in the area of innovation as well as our commitment to sustainable development within our industry and across our customer base".

You can find the first Good Practice stories as well as FEICA's Sustainable Development Agenda on the FEICA website at www.feica.eu.

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FEICA

FEICA, the Association of the European Adhesive and Sealant Industry, represents the industry at a European level and works with all relevant stakeholders to create a mutually beneficial economic and legislative environment. Our industry is a success story that makes many everyday products possible, contributes to the economy, fosters sustainable development, encourages innovation and offers stimulating careers for people with a wide range of skills. For further information about FEICA, please visit our website www.feica.eu.

Secretariat

Phone: +32 (0)2 676 73 20
 Fax: +32 (0)2 676 73 99
 E-mail: info@feica.eu
 Website: www.feica.eu

Media contact

Kristel Ons
 Communication & Event Manager
 E-mail: k.ons@feica.eu
 Phone: +32 (0)2 792 75 17



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