



FOR IMMEDIATE RELEASE

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J-B WELD® ACQUIRES HERCULINER® FROM OLD WORLD INDUSTRIES

J-B Weld broadens its portfolio with the addition of the original DIY truck bed liner company; commits to bring innovation and market channel expansion to the HERCULINER brand.

Marietta, GA. (April 14, 2021) – The J-B Weld Company, a leader in DIY adhesives, announced today its acquisition of the do-it-yourself bed liner brand HERCULINER from Old World Industries, LLC.

“The HERCULINER brand embodies strength, durability, self-reliance, and the same DIY enthusiasm as our existing J-B Weld customer base, making it an excellent addition,” said J-B Weld Chairman and CEO, Chip Hanson. “We look forward to continuing to build on HERCULINER’s customer reach and leveraging market expertise to provide innovative products to this category and its customers.”

HERCULINER created the original DIY Truck Bed Liner Kit over 20 years ago and is the #1 Truck Bed Liner brand purchased by DIY enthusiasts. HERCULINER products are built to be strong, durable, and easy to apply, providing a tough, textured polyurethane coating that prevents rust without chipping, flaking, or peeling.

J-B Weld established itself in the DIY market in 1969 with an industry leading metal “cold weld” epoxy adhesive that served as an alternative to traditional torch welding and high strength repair opportunities. Since then, J-B Weld has broadened its product portfolio to meet evolving customer needs, including adhesives for metal, wood, plastic, and general-purpose use, while always delivering the World’s Strongest Bond™.

About J-B Weld:

J-B Weld is a private, employee-owned company founded in Sulphur Springs, Texas and headquartered in Marietta, Georgia. J-B Weld is America's preferred brand of epoxy adhesive for DIY, repair, and crafting and is distributed across the U.S. at more than 50,000 retail locations, including Home Depot, Lowe's, Walmart, Target, AutoZone, Advance Auto Parts, O'Reilly's Auto Parts, ACE Hardware, True Value, Michaels, and Amazon. J-B Weld is also found in leading retailers across Canada, Mexico and more than 40 other countries around the world. J-B Weld's innovative range of strongest in class products help self-reliant, DIYers of all skill levels confidently pull off projects both big and small, from the home to the garage. J-B Weld, World’s Strongest Bond. www.jbweld.com

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