

DYNAGRIP®

DYNAGRIP®



New – DYNAGRIP Construction Adhesives



THE GRIP THAT OUTPERFORMS™

DAP® DYNAGRIP® Construction Adhesives meet the demands of the hardest working professionals. Cutting-edge technology delivers best-in-class holding power to tackle the toughest jobs.

DYNAGRIP's line of adhesives covers the range of building materials and applications. Featuring new products that deliver high-strength bonds in hours, not days; and products formulated to deliver exceptional performance in even in the most extreme weather conditions.

For the most demanding jobs, DAP® DYNAGRIP® ***THE GRIP THAT OUTPERFORMS™***.

DYNAGRIP®

DYNAGRIP®



Technology Overview

FOUR INNOVATIVE TECHNOLOGIES WITH EXCEPTIONAL PERFORMANCE

HYBRID TECHNOLOGY

UP TO **5x** FASTER
BOND
STRENGTH



Bonds
Non-Porous
Materials



Wider
Application
Temp. Range

HIGH PERFORMANCE LATEX TECHNOLOGY



Stronger
Instant Grab



Multi-Materials

SOLVENT TECHNOLOGY

- ▶ High-Strength Bond
- ▶ Easy To Gun In Cold Temp

LATEX TECHNOLOGY

- ▶ Instant Grab



Category Overview

HEAVY DUTY

Heavy Duty Performance for the Most Demanding Applications

HYBRID TECHNOLOGY

HIGH PERFORMANCE LATEX TECHNOLOGY

- ▶ Up to 5x Stronger Bond Strength

- ▶ Stronger Instant Grab



PROJECT SPECIFIC

High Performance Adhesives for Specialty Projects

HYBRID TECHNOLOGY

HIGH PERFORMANCE LATEX TECHNOLOGY

- ▶ Bonds Non-Porous Materials

- ▶ Stronger Instant Grab



SUBFLOOR

High Strength Bond in the Most Extreme Conditions

SOLVENT TECHNOLOGY

LATEX TECHNOLOGY

- ▶ High Strength Weatherproof Bond

- ▶ Exceptional Strength



ALL PURPOSE

Exceptional Adhesion for Interior Projects

LATEX TECHNOLOGY

- ▶ Instant Grab





Set Positioning vs Competition

Current Hardware / LBM Sets:

- SKU Duplication
- Sell Up Positioning Opportunities
- Room for Merchandising Improvements
- End User often Defaults to Opening Price Point

DAP DynaGrip Assortment Display:

- Innovative Advanced Technology
- Sell Up Strategy – Increase Average Ticket
- Gravity Feed Merchandising System
- Shelf Card & POP - Product Selector Support





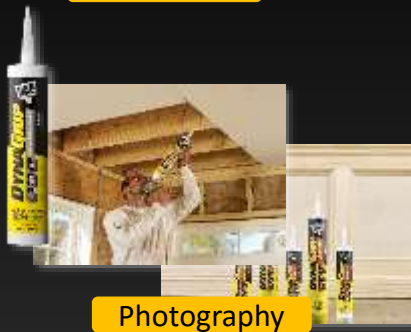
Selling Materials



Brochure



Launch Kit



Photography



Sell Sheets



POP

Construction Adhesives



JLC Live 2017



Videos



Competitive Pricing Intro Retailer - Heavy Duty Comparison

BRAND	DAP DynaGrip Heavy Duty	Power Grab Heavy Duty	Liquid Nail Heavy Duty LN-903	Loctite HeavyDuty PL-375
Drop Ship to Dealer	\$1.22	\$3.26	\$1.85	\$1.57
Avg Sell	\$4.48	\$4.68 DEPOT	\$2.58 DEPOT & LWS	\$2.40 DEPOT
GM%	73%	30%	28%	35%
GM\$	\$3.26	\$1.42	\$0.73	\$0.83

EXTERIOR GRADE PERFORMANCE

	DYNAGRIP® HEAVY DUTY	LIQUID NAIL®	LOCTITE® PL	LOCTITE® POWERGRAB
Strength at 120°F (psi)*	530	20	327	460
Extrusion Force at 32°F (lbf)*	47	54	55	90

DAP Introductory Price is Net 4ft Assortment Price per Cartridge
Liquid Nails & Loctite Cost Based on ACE, True Value and Orgill
Advantage, average warehouse cost

Loctite® The Registered Trademark of Henkel IP& Holding GmbH
Liquid Nails® The Registered Trademark of PPG Architectural Finishes, Inc.
OSI Brand is part of the Henkel Corporation of Brands.
Titebond® The Registered Trademark of Franklin International, Inc.

Competitive Pricing Intro Retailer - All Purpose Comparison

BRAND	DAP DynaGrip All-Purpose	Liquid Nails Projects LN-704	Loctite PL200
Drop Ship to Dealer	\$1.15	\$1.67	\$1.32
Avg. Sell	\$3.58 <small>Not at DEPOT/LWS</small>	\$1.81 <small>DEPOT & LWS</small>	\$1.69 <small>DEPOT</small>
GM%	68%	8%	22%
GM\$	\$2.43	\$0.14	\$0.37

DAP Introductory Price is Net 4ft Assortment Price per Cartridge

Liquid Nails & Loctite Cost Based on ACE, True Value and Orgill Advantage, average warehouse cost

EXCELLENT ADHESION TO COMMON BUILDING MATERIALS

	DYNAGRIP® ALL PURPOSE	LOCTITE® POWERGRAB	LOCTITE® PL	LIQUID NAILS®
Wood	●	●	●	●
Paneling	●	●	●	●
Drywall	●	●	●	●
Ceramic Tile	●	●	●	●
Wood Molding	●	●	●	●
PVC Molding	●	●	●	●
Foam Molding	●	●	●	●

● = Excellent Adhesion ● = Moderate Adhesion ● = Poor Adhesion

Loctite® The Registered Trademark of Henkel IP& Holding GmbH
 Liquid Nails® The Registered Trademark of PPG Architectural Finishes, Inc.
 OSI Brand is part of the Henkel Corporation of Brands.
 Titebond® The Registered Trademark of Franklin International, Inc.

Competitive Pricing

Intro Retailer - Hybrid/Polyurethane Comparison

BRAND	DAP DynaGrip HD MAX Hybrid	Loctite PL Premium
Drop Ship to Dealer	\$1.76	\$3.88
Avg Sell	\$5.48	\$4.68 DEPOT & LWS
GM%	68%	17%
GM\$	\$3.72	\$0.80

DAP Introductory Price is Net 4ft Assortment Price per Ctg
 Loctite Cost Based on ACE, True Value and Orgill Advantage, avg warehouse cost

	5X FASTER BOND STRENGTH DYNAGRIP HEAVY DUTY MAX	Polyurethane LOCTITE® PL	Polyurethane LIQUID NAILS®	Polyurethane TITEBOND®
30 Min. Lap Shear (psi)	12.1	0.110	0.060	0.241
1 Hr. Lap Shear (psi)	59.1	4.50	0.06	0.466
24 Hr. Lap Shear (psi)	313	202	120	159

*Develops bond strength up to 5x faster than polyurethane based heavy duty adhesives within 24 hours of application

Loctite® The Registered Trademark of Henkel IP& Holding GmbH
 Liquid Nails® The Registered Trademark of PPG Architectural Finishes, Inc.
 OSI Brand is part of the Henkel Corporation of Brands.
 Titebond® The Registered Trademark of Franklin International, Inc.



BILL TO: _____ SHIP TO: _____ MEMBER#: _____

 DAP Sales Person: _____ ACCOUNT #: _____
 PO #: _____ PH / FAX#: _____

DAP SUBFLOOR ADHESIVE PALLET PRICING

DAP Model #	Adhesive Product Description	Size	Cases/EA Per Pallet	Reg. Base Price	1 Pallet Price	10 Pallet Price	24 Pallet Price	Pallet Order Qty	Total Value
25117	DYNAGRIP / DAP 4000 Subfloor -SLV.	28.0 oz	60 cs/720 ea	\$ 2.89	\$ 2.33	\$ 2.27	\$ 2.21		
27515	DYNAGRIP Subfloor LTX	28.0 oz	60 cs/720 ea	\$ 3.37	\$ 2.90	\$ 2.85	\$ 2.78		
27042	DYNAGRIP / DAP 7000 Subfloor-LOW SLV.	28.0 oz	60 cs/720 ea	\$ 3.37	\$ 2.90	\$ 2.85	\$ 2.78		
Totals:									



Easy to Gun in Cold Temps



High Strength Weatherproof Bond



Bonds Wet, Frozen, & Treated Lumber

Available Merchandising Rack Systems

DAP Model #	Product Description	Case Pack	Price	Cases Ordered	Total Value
16510	Tri Strut Laydown System	1 -shelf	\$95.00		
16512	Tri Strut Stand-Up System	1 - shelf	\$95.00		
Rack Total					
*Free Goods at no charge, not to exceed total rack cost:			Price	Cases Ordered	Total Value
					Customer Charge
					\$0
					\$0
					\$0
Total Value of Goods to Offset Racks (must not exceed rack costs)					\$0



**FAX ORDERS to DAP
 CUSTOMER SERVICE
 410.558.1068,
 EMAIL:orders@dap.com**

SUBFLOOR: Orders must be placed by March 31, 2017 calling for immediate shipment. 10 & 24 pallet orders require a 4 week lead time and will ship directly from Tipp City. Orders must ship to one location and only ordered in full pallet multiples. Full Pallets of the above products can be combined to meet the 10 & 24 pallet pricing level

***RACKING:** DAP will supply free goods to off-set the rack costs at no charge. Free goods can be any DAP Product(s) as long as it does not exceed cost of racks based on customers everyday pricing (or show pricing if during show period) as per DAP's Standard Rack Policy.

Total Combined Order Must meet \$1,250 for Prepaid Freight. DAP reserves the right to cancel programs or change pricing with 30 days notice.



SKU Set Up Information

CASE CODE	DESCRIPTION	SIZE	PACKAGE CODE	GTIN	CASE PK	CASE WEIGHT (lbs.)	CASE DIMENSIONS (L' x W' x H')	CASE VOLUME (cu.ft.)	CASES PER PALLET
ALL PURPOSE ADHESIVES									
7079827500	DYNAGRIP ALL PURPOSE (with stand up tray)	5 OZ	070798275003	10070798275000	12	6.54	9.75 x 7.5 x 9.5	0.40	100
7079827501	DYNAGRIP ALL PURPOSE	10.3 OZ	070798275010	10070798275017	12	13.52	8 x 6 x 12	0.33	108
7079827502	DYNAGRIP ALL PURPOSE	28 OZ	070798275027	10070798275024	12	35.6	10.5 x 8 x 17	0.83	60
HEAVY DUTY ADHESIVES									
7079827508	DYNAGRIP HEAVY DUTY (with stand up tray)	5 OZ	070798275089	10070798275086	12	5.99	9.75 x 7.5 x 9.5	0.40	100
7079827509	DYNAGRIP HEAVY DUTY	10 OZ	070798275096	10070798275093	12	12.08	8 x 6 x 12	0.33	108
7079827510	DYNAGRIP HEAVY DUTY	28 OZ	070798275102	10070798275109	12	32.56	10.5 x 8 x 17	0.83	60
7079827511	DYNAGRIP HEAVY DUTY MAX	10 OZ	070798275119	10070798275116	12	14.86	8 x 6 x 12	0.33	108
7079827512	DYNAGRIP HEAVY DUTY MAX	28 OZ	070798275126	10070798275123	12	40.33	10.5 x 8 x 17	0.83	60
SUBFLOOR ADHESIVES									
7079827514	DYNAGRIP SUBFLOOR	10.3 OZ	070798275140	10070798275147	12	12.72	8 x 6 x 12	0.33	108
7079827515	DYNAGRIP SUBFLOOR	28 OZ	070798275157	10070798275154	12	33.42	10.5 x 8 x 17	0.826	60
7079827516	DYNAGRIP ADVANCED SUBFLOOR	10.3 OZ	070798275164	10070798275161	12	12.61	8 x 6 x 12	0.333	108
7079827042	DYNAGRIP ADVANCED SUBFLOOR	28 OZ	070798270428	10070798270425	12	33.13	10.5 x 8 x 17	0.83	60
7079827517	DYNAGRIP 4000 SUBFLOOR	10.3 OZ	070798275171	10070798275178	12	10.59	8 x 6 x 12	0.33	108
7079825117	DYNAGRIP 4000 SUBFLOOR	28 OZ	070798251175	10070798251172	12	27.65	10.5 x 8 x 17	0.83	60
PROJECT SPECIFIC ADHESIVES									
7079827518	DYNAGRIP DRYWALL	28 OZ	070798275188	10070798275185	12	37.04	10.5 x 8 x 17	0.83	60
7079827519	DYNAGRIP FOAMBOARD	10.3 OZ	070798275195	10070798275192	12	14.05	8 x 6 x 12	0.33	108
7079827520	DYNAGRIP WOOD, PANEL, TRIM	10.3 OZ	070798275201	10070798275208	12	10.08	8 x 6 x 12	0.33	108
7079827521	DYNAGRIP TUB SURROUND	10.3 OZ	070798275218	10070798275215	12	10.04	8 x 6 x 12	0.33	108
7079827522	DYNAGRIP MIRROR, MARBLE, GRANITE	10 OZ	070798275225	10070798275222	12	14.86	8 x 6 x 12	0.33	108
7079827507	DYNAGRIP HEAVY-DTY - no tray	5 oz	070798275089	30070798275073	12	5.99	9.75 x 7.5 x 9.5	0.4	100