



**FOR IMMEDIATE RELEASE**

LORD Corporation  
111 Lord Drive  
Cary, NC 27511  
[www.lord.com](http://www.lord.com)

Contact: Kimberly Kayler, 614-873-6706 or [kkayler@constructivecommunication.com](mailto:kkayler@constructivecommunication.com)

## **NEW FUSOR TRAINING ALLIANCE COURSES AVAILABLE FROM LORD CORPORATION**

Facts:

1. [LORD Corporation](#) originated in Erie, Pennsylvania more than 85 years ago. Today, with annual sales exceeding \$720 million, [LORD](#) is a worldwide leader in [adhesives](#) and [coatings, vibration and motion control](#), and [magnetically responsive technologies](#).
2. LORD® [Automotive Aftermarket Repair Department Training Courses](#) develop and deliver courses to the collision repair industry.
3. The new [Fusor® Training Alliance Courses](#) bring adhesive and [seam sealer](#) application procedures to the body shop.

(Cary, NC –March 19, 2012) – [LORD Corporation](#), maker of [Fusor® Automotive Repair Adhesives](#), the leading [metal and plastic bonding solution](#) for the [automotive collision repair market](#), has announced the availability of new Fusor® Repair Clinics.

The new LORD Fusor Training Alliance courses provide the latest adhesive and seam sealer applications procedures to the body shop professional. Developed to fit the needs of automotive OEMs, insurance companies and collision repair industry experts, these courses are designed to teach proper product repair procedures using lean processes that result in repairs that match original, OEM performance and appearance.

LORD Corporation is the first adhesive company to offer such curriculum by the [Inter-Industry Conference on Auto Collision Repair](#) (I-CAR) through the Industry Training Alliance program and has been doing so since 2001. Formed by I-CAR in 2000, the Industry Training Alliance brings together technical training providers to optimize the educational efforts of the collision industry. Awarded as credit hours rather than points, each one-hour LORD Fusor course can be customized to fit any

shop's schedule during lunch or after hours. In addition, a new weld bonding course offered by LORD is the first of its kind to be recognized by I-CAR.

According to Brett Luketic, Automotive and Electronics Marketing & Sales Director, the mission of the LORD Automotive Aftermarket Training Department is to develop and deliver courses to the collision repair industry that enable attendees to obtain the skills necessary to properly use the Fusor Aftermarket product line. "LORD Fusor® Automotive Aftermarket products are designed to reduce cycle times, improve overall quality, resulting in improved customer satisfaction. Automotive repair adhesives are used to restore and return vehicles to pre-accident condition, and are specially formulated to repair all types of automotive substrates, using the same proven adhesive technology that is applied to the OEMs," said Luketic.

Recognized by the I-CAR training alliance, course instruction includes OEM approved and/or industry accepted techniques, proper and safe use of adhesives and seam sealers, proper product selection for each type of repair, and surface preparation for optimum repair results.

Available in the U.S. and Canada, the following courses are offered: Fusor 002 Bumper Repair, Fusor 003 Composite Repair and Bonding, Fusor 004 Metal Bonding, Fusor 005 Weld Bonding and Fusor 006 Sealing and Sound Control. For more information or to register, contact your local Jobber, Fusor Rep or sign up at [www.lord.com/repairclinics](http://www.lord.com/repairclinics).

## **About LORD**

Developed by LORD Corporation, a pioneer and global leader in the development and manufacture of high-performance bonding solutions for more than 50 years, Fusor products have been a proven solution in the aftermarket for more than a decade. In addition to a wide range of acrylic, epoxy and urethane products for metal and plastic bonding and repair, Fusor offers a line of sealers, foams, guns and other accessories.

Founded in 1924, LORD Corporation is a privately-held company that designs, manufactures and markets mechanical devices and electromechanical systems to control vibration, motion and noise; formulates, produces and sells general purpose and specialty adhesives, coatings and electronic materials; and develops products and systems utilizing magnetically responsive technologies. With headquarters in Cary, N.C., and sales in excess of \$720MM, LORD has manufacturing in nine countries and offices in more than 15 major business centers. LORD Corporation employs more than 2,700 worldwide. Visit [www.lord.com](http://www.lord.com) for more information.

# # #