



scrapbook BUSINESS

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 therm·o·web

Mission: Teach.

**Traditional Ads:
Powerful or Pitiful?**

Product Parade

Redeem your card at CHA Booth #328



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For over 30 years, Therm O Web has been a prominent leader in the adhesives market across the globe. But, did you know that this small, family owned business located just outside of Chicago, IL actually started in woodworking, not paper crafts? Do you know where the idea of developing their line of storage totes came from?

Therm O Web Adhesives has been manufacturing heat activated adhesives, edge banding, and machinery for the wood working industry since the early 1970's. In the 1980's, when jean appliqués were all the rage, the company discovered that their low temperature activated adhesive, used for wood furniture and cabinetry, could be applied to fabric!



Based on these early experiments, and lots of testing, a new family of iron-on adhesives called HeatnBond was born! In the beginning, there were two formulas which took the sewing world by storm! HeatnBond Lite was to be sewn through after ironing, and HeatnBond Ultrahold was permanent right after ironing. The quality was unsurpassed...the new adhesives were a solid sheet, unlike the spun "webs" of other manufacturers, meaning they had staying power: didn't buckle and the edges stayed flat.

Other adhesives soon followed, such as Hem Tape, Iron-On Vinyl and their latest, Fabric Fuse... no sew, no iron, machine washable adhesive. The new found respect in the craft world encouraged the company to develop other great quality adhesive products to help with "sticky problems" of fabric and

paper crafters alike. Today the HeatnBond family has grown to over 25 items for fabric crafters.

In the early 1990's, when scrapbooking was first hitting the stage as a major emerging hobby, Therm O Web saw yet another need for quality adhesives. They developed Mounting Adhesive Sheets and Tape, a temporarily repositionable adhesive that works great as full coverage on vellum, or in strips to hold down photos, Sticky Dots, transfer adhesive micro-dots, that are super strong, and hold tiny die-cuts and irregular shaped items, and PeelnStick, the strongest adhesive available on the consumer market. These items have been so popular, they are still available today.

Therm O Web set out to develop more adhesives that make the newest products entering the market easier for consumers to adhere projects. Every "how do I stick that down" question became a challenge to create a solution. Therefore, Therm O Web Adhesives now has the largest and most comprehensive assortment of adhesives on the market, helping create their slogan..."Behind every great project", which stems from the fact that no one can finish a project without some amazing adhesives holding it all together.

- Can't stick down an embellishment? Try Zots Adhesive Dots... available in six sizes, two adhesive strengths and in Value Pack boxes or Singles varieties.
- Tired of poor quality glue sticks and projects that fall apart? Then the highly acclaimed SuperStik Glue Stick is for you! This super strong, permanent glue stick will shock you with its smoothness, strength and durability.
- Need a tape runner that has a lot of adhesive? Therm O Web's Tape





Fun”...and hence, Memories in Motion International (MiMi) was born. Launched at Winter CHA 2005, these totes were an instant success. Never before had color and style been infused into storing scrapbook supplies...soon after, these totes were frequently imitated by other manufacturers trying to dabble in the storage sector. Never before, had such thought for functionality gone into developing such a product. The team considered several issues: they should collapse so stores would have an easier time with stocking, and consumers could store theirs under a bed or in a closet. They should have more pockets to hold more tools, but not weigh a lot. The wheeled totes should run on smooth roller blade wheels, and be accessible, from not only the top, but also the front, and sides, making it easier to grab for necessities while at a crowded crop. All shoulder totes should have a luggage strap, on the back, to slide over the handle of the wheeled tote. All the bags should be easy to carry and lift into a car (easily obtainable by moving the handles of the bag to the top rather than the sides).

Runner XL has an incredible 50' (600 inches) on each roll and a pivoting head to apply the tape in curves!

- Love to use vellum, transparencies or clear embellishments? Therm O Web developed the virtually invisible Vellum Tape Runner to easily tack down clear products.
- Love using ribbon? Try SuperTape, Zips Adhesive Lines, or new Sticky Lines to adhere them with ease.
- Need some dimension? There are 3D Zots, Foam Squares and Foam Strips for giving your project a lift!

Therm O Web also prides itself on being a caring business. Nearly all of their adhesives are “made in the USA”, with many of the raw goods being sourced from other family businesses in Illinois! The overall packaging, reduced footprint, creates less waste, which has the added bonus of taking up less space on the shelf. The office also bought a cardboard compactor to recycle all shipping materials, packaging remnants, and other paper products used in day to day operations. All this makes for a great company to “stick” with!

So, you may be asking... how did this small company go from sticky stuff to storage? How did the ever popular line of MiMi storage totes come about? Well... from yet another challenge presented to the product development team! While attending CHA in 2004, they noticed that all these creative women were carrying boring, black bags. These old fashioned bags were heavy, lacked storage possibilities, and definitely lacked style. This presented a fun challenge that was different from their normal “sticky situations.”

The team set out to develop an entire line of scrapbooking storage totes, that were “Fashionable, Functional and

The original four bag styles; Essential Tool Tote, Travelmate, Medium and Large Wheeled Totes, in three original colors (Basic Black, Blue & Chocolate and Lilac & Chocolate), gave way to ten colors and patterns, and more than a dozen totes with plenty of accessory pieces. These include a Microsuede Collection with Kiwi, Crimson, and now Pink fabrics, as well as the newest Oasis Collection, which features Zebra and Giraffe printed totes in two new fabric materials. If good looks and functionality weren't enough, these totes, come with a conscience also... with every new collection, comes a new charity! Last year's Crimson totes provided donations to the Go Red Campaign for Global AIDS Relief, and this year's Oasis Collection will provide donations for the Association of Zoos & Aquariums, whom assist in animal conservation efforts around the globe.

Great construction, fun colors, unsurpassed functionality, and that family business attitude, toward great customer service, all add up to a fabulous product line that encourages crafters around the world to “grab their creativity and go”! No more boring black bags... just pure inspiration that starts with storage, and spills out into every project.