

AWFS Fair 2017 Review: Talking Tensor® Adhesives With Woodworking Professionals



One of North America's largest biennial trade shows for the woodworking industry focused on all aspects of woodworking – and that's where Quin Global's team felt most comfortable. A favorite industry for Quin Global, the team shared their knowledge of industrial canister adhesives with the industry's top manufacturers and professionals.

With over 675 exhibitors – a 20 percent increase over 2015's show - an expanded show floor gave Quin Global plenty of space to display the TensorGrip L series canister adhesives systems proven to be successful for woodworking projects – large and small for well over 20 years.

Doug Twyford, Quin Global's Sales and Marketing Director, spent each day talking with woodworking professionals. According to Twyford, a great deal of time was spent offering education on how certain industrial adhesives affect the bond for a variety of woodworking projects.

"The feedback from visitors to our booth had positive feedback. In fact, one attendee said that we make industrial adhesives interesting," said Twyford. "It doesn't get much better than that!"

Woodworkers Talk About 3 Pain Points

According to Twyford, he took the time to learn more about current issues woodworkers are dealing with today. He went on to mention that the top three pain points many of the woodworking professionals reported included the following:

1. Inefficiency of application: Squeeze bottles, pails and brushes, are still used in many shops - even medium sized and also with construction crews.
2. Wastefulness of adhesives: Due to over use of an adhesive with out-dated application techniques.
3. Unsuccessful outcome from some adhesives: Issues with understanding the right application effectively in order to ensure the strongest bonds.

That's where Tensor Consultants step up as a partner and resource. Not only do they provide an understanding of what adhesives ensure the best outcomes, but also recommend tips on the right way to apply adhesives.

Twyford said that the adhesive canister systems use in general, as well as the ease and consistency of applications available for a variety of jobs. For example, one contractor in the construction industry addressed his issues with using many pails of adhesives that were typically applied way too heavy to be effective. Now, he is considering giving his team the mini size adhesive canister system at the start of each week, which will improve effectiveness and efficiency.

Sharing the Spotlight

Quin Global's long-running industry leaders within the woodworking industry added further value for attendees at the trade show. Manufacturers such as 3M and H.B. Fuller attended the event. Also, important partners such as [Edgebanding Services, Inc. \(ESI\)](#), highly focused distributor catering to the cabinetry, furniture, and countertop industries, enjoyed sharing the spotlight on the exhibitor floor.



[left to right] Chris Stringfellow, Regional Sales Manager and John Swift, National Sales Manager, [ESI](#)
"The industry's expanding and we're expanding," Doug Twyford. "We will be back in 2018."

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