

## Press Release

2015/11/20

Success Secured With Loctite

### Reliability of Adhesives Makes PING Part of the Winning Team

A professional golfer's swing can reach speeds of over 190 km/h. That puts tremendous pressure on the club face, the club head and the bond between the club head and shaft. Now imagine what would happen if that bond failed during a shot – the golf ball would be flying in one direction, the club head in another, both at high speed.

That is why PING, one of the world's leading designers and manufacturers of golf equipment, relies on Loctite adhesives. For over 30 years, PING has been using Loctite adhesives to make sure PING clubs do not fail on the course. PING uses a 2-component Loctite epoxy adhesive that is easily stored, cures at room temperature and can withstand severe environments.

One can ask any average golfer about some of his or her most challenging shots and one will hear about things like hitting out of weeds and long grass and rescuing balls from water hazards. Golf clubs must be durable.

"The amount of force that is created on the face of golf clubs is exponentially large, so the durability is very key to our product. Adhesives are very important in our production process," said John K. Solheim, PING's executive vice president.

Should a golfer want to switch out a shaft and maintain the components, there is the flexibility to do this using Loctite adhesives. PING values that combination of strength and flexibility that Loctite adhesives provide. "Loctite allows us to deliver a quality product to our consumers that's not going to fail in the field... and will give them the workability in the future," said Solheim.



More information about Loctite: [www.loctite-success.com](http://www.loctite-success.com)

## **About PING**

PING is a family-owned company founded in 1959 by Karsten Solheim. Karsten's frustration with his putting inspired him to design a putter that made a "pinging" sound when striking a golf ball. Today, PING is synonymous with innovation, quality and service in the world of golf. Operating globally, PING is a product engineering company that puts product development ahead of all else. PING is credited with numerous innovations that became industry standards, including perimeter weighting, custom fitting and the use of investment casting in the manufacturing of golf clubs.

## **About Loctite Epoxy Structural Adhesives**

Loctite epoxy structural adhesives allow for the effective bonding of a variety of materials. They provide high toughness, durability, and exceptional environmental and moisture resistance, as well as a resistance to a wide range of chemicals. Loctite is a brand of Henkel Adhesive Technologies, the leading solution provider for adhesives, sealants and functional coatings worldwide.

**Loctite is a registered trademark of Henkel and/or its affiliates in Germany and elsewhere.**

Henkel operates worldwide with leading brands and technologies in three business units: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions, both in the consumer and in the industrial businesses, with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 50,000 people and reported sales of 16.4 billion euros and adjusted operating profit of 2.6 billion euros in fiscal 2014. Henkel's preferred shares are listed in the German stock index DAX.

**Photo material is available at <http://www.henkel.com/press>**

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The following material is available:



A fast swing is probably around 190 kmh.



Loctite allows PING to deliver a quality product to its consumer.



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