



New Elmer's® Glow in the Dark Glue Gives DIY Slime a Luminous Twist

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Endless creativity is now possible with the glow glue that comes to life in the dark

ATLANTA, March 1, 2018 /PRNewswire/ -- It glimmers, it glues, and it glows in the dark – it's Glow in the Dark Glue, the latest innovation from Elmer's®. Still basking in the afterglow of the slime trend, which took social media by storm in 2017, the crafting brand, recognized for its kid-friendly and creativity-fueling crafting solutions, today announces the release of the newest, most radiant addition to its line of adhesives.



The specially formulated, washable and non-toxic Glow in the Dark Glue comes in luminous neon colors ideal for brilliant and bright slime creations. With Glow in the Dark Glue, slime makers can create easy-to-make and kid-friendly glow slime at home in addition to many other incandescent craft projects.

"We know that crafters and slime makers want to express their creativity through color and unique projects, and it is our mission to make crafting accessible and easy for everyone," said Victor Misawa, senior vice president of marketing, Writing, Newell Brands. "Glow in the Dark Glue makes impressive glow projects simple and easy to do at home."

While Glow in the Dark Glue is great for slime, it also can be used for any arts and crafts projects that kids, parents and teachers might be making. Whether it is used for decoration or gluing, Glow in the Dark Glue provides endless possibilities. For the best results, expose the glue to light for at least two minutes before turning off the lights to watch it glow.

Glow in the Dark Glue comes in three different colors—Natural, Pink and Blue—and is available for purchase at nationwide retailers such as Target, Walmart, Michaels and Staples. MSRP is \$4.99.

For more information on Elmer's Glow in the Dark Glue, visit elmers.com or visit on [Facebook](#) or [Instagram](#).

About Elmer's:

Elmer's Products, Inc., has been providing creative adhesive solutions that support success and turn ideas into reality. By continuing to develop innovative new products, Elmer's has become the trusted brand when it comes to fueling creativity and providing outstanding product performance in the classroom, at home, in the workshop and at the craft table. Elmer's inspires people to create, build and learn for life. For more information, visit www.elmers.com.

About Newell Brands:

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play. This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.

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