



## Krazy Glue® Creates the Craziest Holiday Store Yet

December 14, 2017

### Krazy Glue® proves its strength by hanging holiday gifts weighing hundreds of pounds from store shelves

NEW YORK, Dec. 13, 2017 /PRNewswire/ -- Holiday pop-up shops are all the rage, but only one has this year's hottest and heaviest holiday gifts suspended in the air using the power of Krazy Glue. The super glue brand put its speed and strength to the test by hanging the most wanted holiday gifts from store shelves at the brand's first ever "Krazy Store."

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/8219451-krazy-glue-holiday-krazy-store/>



The Krazy Store, which opened its doors for one day in New York City, hung some of the most sought after gifts up in the air. With just a few drops of Krazy Glue, a 263 lb. pool table, a 48 lb. teddy bear, a 130 lb. home gym and more were glued and suspended in the air for shoppers to view. And, unlike a normal shopping experience, the Krazy Store offered shoppers the craziest deal of all: a chance to walk away with the best holiday gifts for free.

"A single drop of Krazy Glue can hold up to 1,000 lbs., and we wanted to prove it to holiday shoppers," said Victor Misawa, Senior Vice President of Marketing, Writing, Newell Brands. "In the Krazy Store, we were able to show off the strength of our glue while putting some additional "crazy" in the holiday shopping season. And, a few lucky shoppers were able to take home the presents for free when they played our Krazy Glue trivia game."

For a chance to win the gifts, store visitors and those playing along on Krazy Glue's social media channels put their wits to the test and guessed the weight of each gift that was being suspended with the glue. With outrageously heavy and hot holiday gifts hung throughout the space, including a Crock-Pot® 6 qt. Programmable Cook & Carry Slow Cooker, gaming console, TV, and wine cooler, the power of Krazy Glue spoke for itself.

To see photos of the Krazy Store and witness Krazy Glue's speed and strength for yourself visit [Twitter.com/KrazyGlueExpert](https://twitter.com/KrazyGlueExpert).

#### About Krazy Glue:

Krazy Glue® is a super-strong, fast-drying adhesive solution that can hold up to 1,000 lbs. per square inch. Krazy Glue is an instant, strong solution for all needs around the house. With a wide assortment of instant adhesives for multiple applications and an all-purpose formula that bonds to a wide variety of surfaces, including ceramic, plastic, wood, porcelain, metal, leather, rubber, vinyl, and more, only Krazy Glue allows consumers to do anything crazy! Krazy Glue ([www.krazyglue.com](http://www.krazyglue.com)) is part of Newell Brand's global portfolio of brands.

#### 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](http://www.newellbrands.com).





View original content: <http://www.prnewswire.com/news-releases/krazy-glue-creates-the-craziest-holiday-store-yet-300570799.html>

SOURCE Newell Brands

Caitlin Watkins, Caitlin.Watkins@newellco.com, 470-328-9601