



Press Release

For Immediate Release

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Hercules' Website Goes Mobile

Passaic, New Jersey (October 15, 2010) – Hercules Chemical announced today that their website, www.herchem.com is now in a format compatible with most smart phones. The mobile site www.herchem.mobi re-sizes the website so that it is fully visible on the screen of devices such as iPhones®, BlackBerry® phones and others. The site can be accessed via the “.mobi” address or via the familiar “.com” address, where the site will automatically detect a smart phone and re-direct the user to the .mobi site. Notably included in the mobi access is the ability to search for MSDS and Spec Sheets. Further enhancements and search options are planned for the future.

Hercules has a long history of dedication to the plumbing professional, not only by solving problems with innovative products, but by supporting the community with creative marketing approaches, leadership roles at industry trade shows and conventions, and innovative selling tools and programs. Hercules' motto has been the same since it was founded by Sam Wander in 1915 – “I've got to take care of my customers.”

To aid wholesalers in “one-stop” shopping, Hercules products are marketed through OateySCS (oateyscs.com)

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Visit Hercules on the Web at www.herchem.com or e-mail info@herchem.com