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PDA Launches Major Website Changes

Kansas City, Mo. – PDA – *The Association for High Performance Elastomeric Technologies*, launched website changes to make the PDA website the one-stop destination resource for the global thick-film high performance elastomer industry. The new website can be found at www.pda-online.org.

The website now mirrors the expanded PDA mission of the association. The backbone of PDA has always been is polyurea, its development and its application. The association also welcomes adjacent high performance elastomeric technologies like urethanes and hybrids that have similar uses. Related primers and topcoats are now also welcome.

The new website touts updated information, creates a community within the membership, and continues as the leading advocate in the thick-film high performance elastomer industry throughout the world.

The new features of www.pda-online.org include:

- *Member Category Navigation* – Website visitors can navigate from the homepage directly to their industry specialization where PDA offers information and resources that are specifically relevant to that category.
- *User-Friendly Navigation* – PDA added more direct links on the homepage to enable the user to find information easier and faster.
- *PDA Blog* – Website visitors can view PDA's latest blog posts on the homepage, click a link and comment on it.

With the many updated features on www.pda-online.org, it serves not only PDA members, but is a vital resource for an entire industry. As a platform for PDA members, it continues as the best destination touting industry innovation incorporating media and publicity programming.

More is planned as the website continues to serve the members and industry. See all the changes today at www.pda-online.org.

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PDA is an international trade association formed specifically to promote the awareness and education of elastomeric technologies and their uses. The association's members include contractors, formulators, material suppliers, equipment manufacturers and specifiers who seek to expand the business of such technologies. PDA promotes continuing education and the highest professional and ethical conduct within the industry. For more information about PDA, call +1-816-221-0777, or visit www.pda-online.org.