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Elmer's® Accepting Idea Submissions Through New Open Innovation Web Portal

COLUMBUS, Ohio (June 25, 2013)—Elmer's® Products, Inc., has launched a dedicated [Open Innovation web portal](#), which welcomes a variety of patented or patent-pending ideas. Committed to the Open Innovation process, Elmer's invites unique ideas and fresh approaches for its brand segments from suppliers, consumers and other potential collaboration partners.

"We know from past experience that there are companies and others out there with some great ideas that may not be realized due to resource constraints," said Joe Wetli, director of innovation and new business development at Elmer's. "With the help of yet2.com's logistical expertise, this portal will be a great way for us to actively welcome new ideas and evolve our brands through collaborative efforts."

Managed by technology broker yet2.com, the exclusive portal invites innovations under well-known brands such as Elmer's, Krazy Glue® and X-ACTO® Precision Instruments, and Painters® markers for adult crafters. Portal visitors can submit ideas by completing a submission form – one that asks only for non-confidential information in order to protect both the submitter and Elmer's from "idea contamination." Submissions must have a provisional patent filed, patent pending or issued patent in order to be considered.

"We are very pleased that Elmer's has selected yet2.com as their portal vendor," said Tim Bernstein, chief operating officer of yet2.com. "Elmer's is joining our distinguished client base of Fortune 500 companies who want to make it easier for anyone to submit product or service ideas in a protected manner. We developed this customized service to help manage the large inflow of ideas for our clients, so they see only the filtered, prioritized ideas that fit best with their strategic goals."

To review FAQs or submit ideas to the Open Innovation web portal, visit elmers.yet2.com.

yet2.com has a growing presence in Ohio since being selected in 2012 by the State of Ohio as a preferred vendor in its Ohio Third Frontier's Open Innovation Incentive (OII) program for mid-sized Ohio companies. The Ohio OII program supports growth in mid-market companies by subsidizing 50 percent of technology scout expenses for innovative, external ideas that companies can bring inside to speed their own new products to market and to grow faster.

About Elmer's® Products, Inc.

Elmer's® Products, Inc., headquartered in Columbus, Ohio, has been a trusted brand and industry leader for more than 65 years. Elmer's produces a variety of well-known adhesives, arts and crafts, educational and office products for use at home, school or business. Elmer's branded products are

developed to provide project solutions and to inspire people to create, build and learn for life. Elmer's also markets the number one instant adhesive in the U.S., Instant Krazy Glue®, and X-ACTO®, a leader in innovative cutting blades, knives and office supply products. For more information, visit www.elmers.com. Follow Elmer's at <http://facebook.com/elmers> and <http://twitter.com/elmers> and <http://pinterest.com/elmersproducts>.

About *yet2.com*

Positioned at the nexus of the global technology marketplace, *yet2.com* is an Open Innovation services company working with an international corporate client base. The company utilizes its broad global network of affiliates, its 130,000+ technology marketplace users, and its offices in North America, Europe, and Asia to scout cutting-edge companies and technologies beyond the reach of most clients. *yet2.com* is proud of its deep client relationships, providing customized deal flow opportunities and hands-on technology transfer assistance in the areas of technology search, monetization, Open Innovation portal management, and patent-buying. Additionally, the company searches continuously for novel technologies on behalf of its customers. It encourages those with innovative, commercializable technologies to contact *yet2.com*.

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