



INSTANT FABRIC & LEATHER ADHESIVE

THE STORY

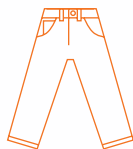
To help you sell more Tear Mender, we have completely overhauled our packaging and brand identity. This incorporates our 76-year heritage in the adhesive business and the contribution of our founder, Val "The Bish" Cismoski, the man who originally formulated Tear Mender.

Only Tear Mender delivers instant bonds in fabrics and leather. Being durable, flexible and wash proof makes every Tear Mender repair all the more valuable. For 76 years our customers have trusted in the performance of Tear Mender and with this brand awareness initiative, new users will come to "Trust The Bish" as well.

Our packaging reflects this story and does so in a way that adds value to the brand and is consciously designed to guide your customers' eyes to our product at point of purchase. We hope you like it as much as we do.



USES



APPAREL

Dresses, Slacks, Jeans, Vests, Coats, Buttons, Belts, Straps



LEATHER

Shoes, Boots, Belts, Coats, Apparel, Chairs, Couches, Antiques



SPORTS

Tents, Pants, Bags, Jerseys, Shoes, Hiking, Biking, Hunting



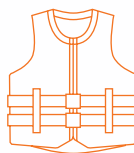
HOME

Upholstery, Carpet, Wallpaper, Bedding, Curtains, Patio Furniture



AUTO/TRUCK/RV

Mats, Covers, Convertible Tops, Liners, Seats, Carpet



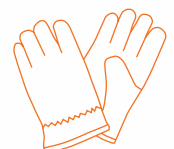
MARINE

Boat Covers, Ski Jackets, Seats, Liners, Acrylics, Gear



CRAFTS

Create Flexible/Durable Bondings of Fabric, Paper, Porous Wood



INDUSTRY

Work Clothes, Tarps, Welding Garments, Work Boots

AVAILABLE IN
HANDY DISPENSING
BOTTLES

BONDS IN 3 MINUTES! PERMANENT, WASHPROOF & FLEXIBLE!

- Durable, long lasting and permanent bonds to fabric and leather
- Repairs items used both indoor and out
- Water-proof, flexible, UV resistant
- Natural, non-toxic, acid free
- Easy to use
- Tear Mender has been bonding fabrics for 75 years
- Still the original formula invented by Val "The Bish" Cismoski in 1932

THEY CALLED HIM “THE BISH” BECAUSE EVERYONE THOUGHT HE LOOKED LIKE A BISHOP. THE NAME STUCK.

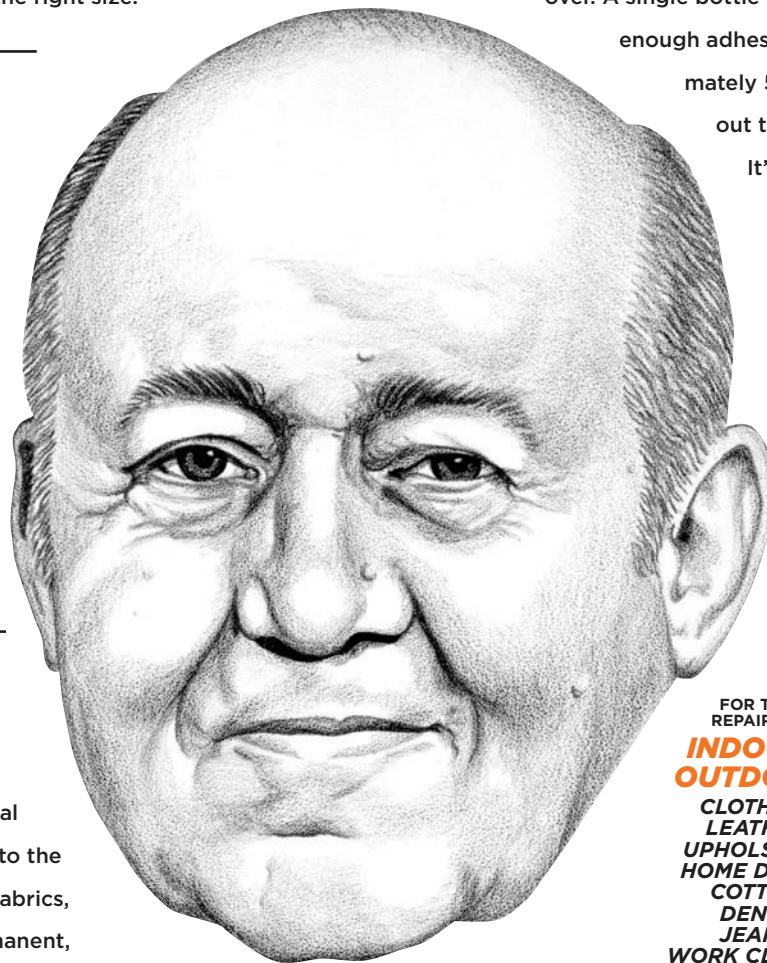
The last thing on Val “The Bish” Cismoski’s mind when he formulated Tear Mender glue back in 1932 was that it would someday be used by 21st century teenage girls to keep the holes in their jeans just the right size.

The Bish originally invented Tear Mender glue to repair canvas drive belts on steam powered farm machinery. A torn drive belt meant the loss of a precious day’s harvesting. So a glue strong enough to fix canvas drive belts was considered a godsend. Farmers loved Tear Mender glue!

Today, Tear Mender glue is still made according to The Bish’s original formula using the adhesive power of natural latex. It works by seeping into the tiny crevices in the fiber of fabrics, creating a bond that is permanent, flexible and waterproof. Within three minutes of application, you could wear a garment repaired with Tear Mender. Within fifteen minutes you could wash it.

You’ll find Tear Mender has lots of uses: repairing leather garments and upholstery, hemming and repairing jeans, fabric crafts. So a bottle will pay for itself many times over. A single bottle of Tear Mender contains enough adhesive to perform approximately 50 repairs. That works out to just pennies per repair.

It’s no coincidence that The Bish’s glue was first successful during the Great Depression. When times are hard, repairing what you have makes a lot more sense than buying what you can’t afford.



VAL “THE BISH” CISMOSKI
INVENTOR OF TEAR MENDER

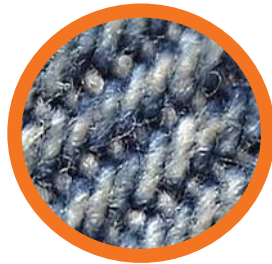
FOR THE
REPAIR OF
**INDOOR/
OUTDOOR:**
CLOTHING
LEATHER
UPHOLSTERY
HOME DECOR
COTTON
DENIM
JEANS
WORK CLOTHES
CANVAS
AWNINGS/COVERS
WATER CRAFT
SPORTING GEAR
and MORE!



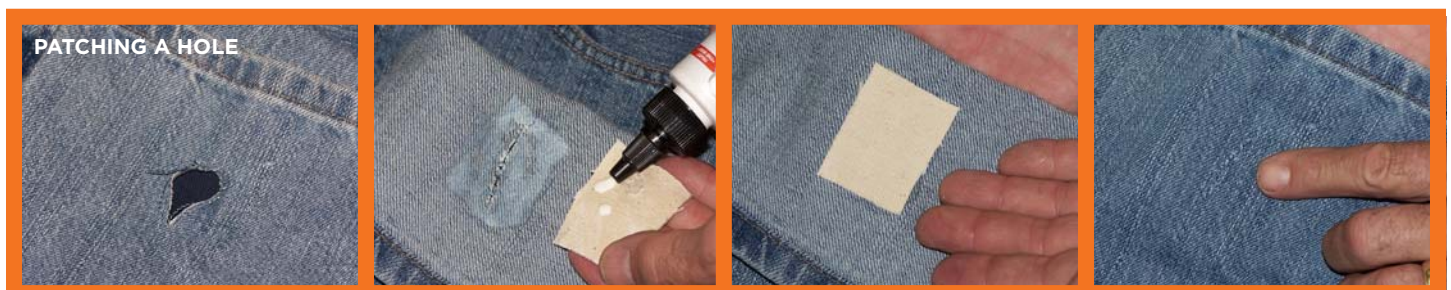
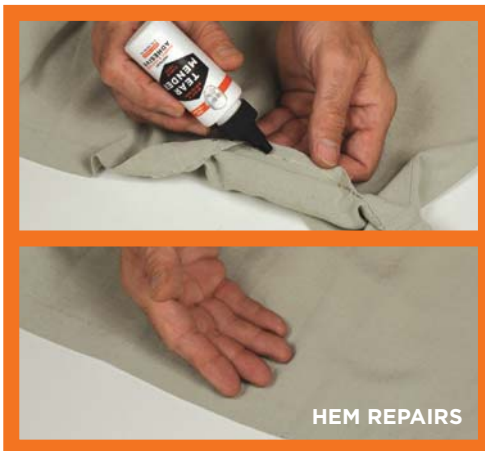
FOR REPAIR DEMONSTRATIONS GO TO WWW.TEARMENDER.COM



QUICK AND EASY TO USE



Tear Mender works by filling the tiny gaps in the fabric weave and drying to form a flexible bond that can be machine-washed without ever weakening.





HEADLINES

**FIX IT FAST FOR REPAIRS THAT LAST
REPAIRS IN MINUTES, LAST FOR YEARS
ECO-FRIENDLY ANSWER TO GARMENT
WEAR & TEAR**

**PENNIES WORTH OF TEAR MENDER
SAVES DOLLARS WORTH OF VALUE**

**PUTTING NEW LIFE INTO WHAT'S
WORN & TORN**

**TEAR MENDER TO THE RESCUE FOR
THE IMPOSSIBLE REPAIRS**

APPLICATION IMAGES



RECOMMENDED KIT CONFIGURATIONS



TM-12-P-B



TM-16-P-B



TM-26-P-B



TM-52-P-B