

GMBOND® Sand Binder is an organic, protein-based binder for the foundry industry that has numerous environmental and performance benefits compared to traditional binding agents. Tests on the product have found that it reduces air emissions of toxic volatile organic compounds by 99 percent. In addition, it is easier to remove from cast parts, is completely non-toxic and does not require costly treatment for disposal.



Government Affairs and the Foundry Industry

After developing this new product for the foundry industry, Hormel looked to Snow to raise awareness about how this product saves money, improves competitiveness and reduces emissions. The foundry industry faces numerous challenges including cheaper foreign imports, increasing environmental regulations, solid waste disposal issues and tight margins. Because the technology was new, some foundries were simply unaware of the benefits of GMBOND®.

Our Objectives

- Increase the visibility of GMBOND®, communicate its benefits to foundry customers and position key members of the Hormel staff as thought leaders on issues pertaining to health and safety issues.
- Secure funding from the federal government for implementing the use of GMBOND® within the foundry industry.
- Break through entrenched industry attitudes and practices and gain those key first clients.

Our Actions

- Researched and tracked industry and government programs that could benefit Hormel by raising awareness of foundry issues solved by using GMBOND®.
- Lobbied key state and federal legislators to secure funding for ongoing research and development.
- Snow helped Hormel keep the industry informed on the new product developments and issues through placements in trade publications.

The Results

- Snow secured significant federal funding of several million dollars for research and development at the GM Powertrain foundry for a three-year project.
- Arranged speaking engagements at industry conferences including National Manufacturing Week.
- Over five years Snow secured media coverage in key trade publications including *Modern Casting*, *Foundry Management & Technology* and *Engineered Casting Solutions*.
- Snow helped Hormel make its first commercial sales.

GMBOND™
SAND BINDER