

Bostik and the Tour de France: IT STICKS!



Bostik, Official Partner of the Tour de France, will be out in force throughout the event, from the publicity caravan to the gluing of the race numbers to the riders.

THE BOSTIK PARTNERSHIP WITH THE TOUR DE FRANCE



400+ INVITED CUSTOMERS
over the course of the event



150M OF BANNER
visibility along the route of each stage in addition to the visibility thanks to the hanging banners and the road signs in the turns

LANDMARKS

2015

Bostik becomes an official Tour de France supplier

2017

Bostik becomes an official partner of the Tour de France for a duration of two years



THE BOSTIK CARAVAN

4TH YEAR

for Bostik in the Caravan

4 VEHICLES

including three open – air publicity cars

1 MESSAGE → « BOSTIK, ÇA COLLE * »

(* Bostik, it sticks)

12 CARAVANERS

500 000 GOODIES

handed out (0,5g tubes of glue)

BUT ALSO... 1 MASCOT

at the finish line

THE GLUING OF THE RACE NUMBERS DEVELOPED BY BOSTIK



14 000+ RACE NUMBERS
glued over the course of the Tour

1 YEAR OF RESEARCH AND DEVELOPMENT

has gone into the adhesive polymers to better ensure the race numbers remain glued to the riders' jerseys

12 BICYCLE RACES

organised by A.S.O., including the Tour de France, using Bostik smart adhesives for the race numbers

16 200 RACE NUMBERS GLUED

on the rest of the A.S.O. bike races, that is to say 30,456 in all, including the Tour de France

THE TECHNICAL CHALLENGE OF KEEPING A RACE NUMBER IN PLACE

- Good **adhesion** on the various jersey materials
- **Resistant** to water, wind, extreme temperatures and perspiration

- **Easy** to glue on and remove
- Rider **comfort**
- **Aeration**

BOSTIK BY THE NUMBERS

- **1st** Leading global player in Construction and Consumer
- **1,95 billion euros** in sales
- **6 000** employees in 50 countries



CONTACT INFORMATION

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