

# World's Strongest Man Veteran Can't Break Innova's Bond

Innova Put Their High Strength Tape To The Test At Strongest Man Competition

13 AUGUST 2015, 13TH AUGUST, TRAWDEN, LANCASHIRE, UK

## SUMMARY

*Innova Solutions sponsored a strongman competition at a Lancashire show, competitors were offered a cash prize if they could beat Innova's bonding product. The strongmen were unable to complete the challenge, including international competitor Mark Felix.*

Innova Solutions challenged competing strongmen to pull apart two steel plates that had been fixed together using one of their premium NovaBond products. Despite offering a cash prize of £500, some of the competitors took on the challenge, but then a lot backed out, even though they'd just pulled a Kubota M9960 tractor that weighed over 2500kg! This event took place at, The Trawden Show, a prestigious Lancashire agriculture show where Innova Solutions sponsored the show's first ever strongman competition.

Glenn Dunleavey, Managing Director of Innova Solutions said;

"The competition was a great success! We were confident the competitors wouldn't be able to come close to breaking the bond, even someone of Mark Felix's calibre. We pride ourselves on the quality of our products, which is essential for our clients needs, and we're willing to test them against anything or anyone."

The daunting challenge consisted of two steel plates that had been sealed together using NovaBond SignFix OP110G, a grey foamed acrylic tape with a paper liner. The firmer acrylic core yields incredible peel strength and superior holding power, as proven by the competitors. The NovaBond range was created to withstand extreme temperature, water, most solvents and chemicals.

Refereeing for the day was Mark Felix, a regular competitor at the World's Strongest Man, and with a deadlift of 893lbs. He was also tempted with the cash prize incentive to take on Innova's strongest glue.

Mark Felix, when attempting the challenge, said:

"No chance I can do that! It's way, way easier to move a tractor than this. I'd finish the tractor

pull in no time.” Mark then joked, “I’ll leave it for those guys, I don’t want to show them up.”

ENDS

Notes

Glenn Dunleavey is available for further comment.

Additional photographs, video, and audio interviews are available on request

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Innova Solutions can be found at; [www.innovasolutions.co.uk](http://www.innovasolutions.co.uk)

Innova Solutions have been trading for 13 years.

Innova Solutions address is; Lower Draught Gates Farm, Burnley Road, Colne, Lancashire, BB8 8PW.

Information about the Trawden Show 2015 can be found here; <http://www.trawdenshow.co.uk/>

Innova Solutions, renowned for their range of super strength adhesives, are finalists for the Lancashire 2015 Best in Business Awards (BIBAs, [www.thebibas.co.uk](http://www.thebibas.co.uk)) in three different categories; Employer of the Year, Small Business of the Year and Excellence in Customer Service. They have recently launched their brand new range of floor & wall graphics; Alumnigraphics, the world’s most versatile print media for brick, asphalt and concrete. This joins their product portfolio that includes Photoluminescent, NovaDURA and SafetyTrack lines amongst others. (More product info at; <http://innovasolutions.co.uk/products/>)

Mark Felix (born 17 April 1966) is a strongman competitor and regular entrant to the World's Strongest Man competition. Felix has won numerous international grip contests, including the Rolling Thunder World Championships. Continues at; [https://en.wikipedia.org/wiki/Mark\\_Felix](https://en.wikipedia.org/wiki/Mark_Felix)

Detail product specification for NovaBond SignFix OP110G can be found at; <http://www.walshgraphics.ie/download/specs/61709.pdf>

Detailed ‘How To’ video on using NovaBond SignFixOP110G at;

<https://www.youtube.com/watch?v=JdbWmdFF1pc>



#### RELEVANT LINKS

 **Innova Solutions**  
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 **Mark Felix Information**  
[https://en.wikipedia.org/wiki/Mark\\_Felix](https://en.wikipedia.org/wiki/Mark_Felix)

#### QUOTES

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— Mark Felix

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— Glenn Dunleavey

#### IMAGES







#### SPOKESPERSON



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#### ABOUT INNOVA SOLUTIONS

##### **Bonding people. Fixing problems**

There are high strength bonding tapes and eco-friendly adhesives for an infinite number of applications. Yet when

you want one to meet your specific needs can you find the guidance you need?

When Innova Solutions started trading in 2002 we didn't think so. In fact that's one of the reasons for our very existence. How much better would it be, we thought, if you knew exactly why high strength bonding tape A was better for your application than high strength bonding tape B?

That's what we do, with an enthusiastic team who know their stuff and take real pride in supplying exceptional adhesives and the practical advice to help you buy wisely.

### **Eco-friendly people. Eco-friendly adhesives**

The environment has always been a part of our ethos because it's right outside our door. With the beautiful Lancashire countryside all around us, we're reminded daily that what we do – and how we do it – matters.

That's why so much of what we do blends high specification capabilities with an environmentally-friendly formulation. Take the new NovaBond XS (Extra Shear) range of foamed acrylic tapes. They're cured by UV, so no solvents are present in the production process or final product.

Or NovaSol NC, a non-chlorinated range of plastic welding adhesives which are safer to handle and dispose of.

### **The bonding people**

For signage, construction, automotive and point of sale, find the high strength bonding tapes and eco-friendly adhesives for your application at Innova Solutions.



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