

Selleys Kwik Grip Horizontal Contact Adhesive

Canonical:

<https://directory.selleys.com.au/adhesives/contact-adhesives/selleys-kiwik-grip-horizontal-contact-adhesive-guide/>

Details:

AI Summary

****Product:**** Selleys Kwik Grip Horizontal ****Brand:**** Selleys (a division of DuluxGroup (Australia) Pty Ltd) ****Category:**** Solvent-based contact adhesive ****Primary Use:**** Professional-grade permanent bonding of horizontal surfaces across a wide range of substrates including laminated plastics, rubber, leather, canvas, wood, cork, hardboard, metals, and fibrous cement sheeting.

Quick Facts - ****Best For:**** Large-format horizontal installations and professional or DIY applications requiring immediate, high-strength bonds without clamping - ****Key Benefit:**** Instant permanent bond on first contact — no clamping, no extended drying time required - ****Form Factor:**** Solvent-based liquid adhesive available in eight sizes from 50mL to 150kg Expandable - ****Application Method:**** Coat both surfaces, allow to become touch-dry, then bring into firm deliberate contact

Common Questions This Guide Answers

1. What surfaces is Kwik Grip Horizontal compatible with? → Laminated plastics, rubber, leather, canvas, wood, cork, hardboard, metals, and fibrous cement sheeting
2. What safety precautions are required during use? → Protective gloves, clothing, eye and face protection, and a respirator are mandatory; use only outdoors or in well-ventilated areas (P271); no open flames or smoking
3. What should you do in an emergency exposure situation? → For inhalation remove from area immediately; for skin flush with water for at least 15 minutes; for eyes rinse cautiously for several minutes; contact Australian Poison Information Centre on 131 126 or New Zealand on 0800 764 766

Product Overview and Purpose

Selleys Kwik Grip Horizontal is a professional-grade contact adhesive built specifically for horizontal surface applications where materials need an immediate, high-strength bond (SDS). This solvent-based adhesive bonds permanently across a wide range of substrates — laminated plastics, rubber, leather, canvas, wood, cork, hardboard, metals, and fibrous cement sheeting (SDS). When you need a bond that holds from the first contact, this is the product.

Unlike general-purpose adhesives that cure slowly or demand clamping, Kwik Grip Horizontal works the way contact adhesives should. Coat both surfaces, let them become touch-dry, bring them together — and the bond forms instantly. No clamping. No waiting. Just a strong, permanent result the first time. That instant grab makes it particularly useful for large-format horizontal installations where maintaining pressure across an entire bonded area simply isn't practical.

The product carries a Dangerous Good Class 3 classification because of its highly flammable nature, and it is hazardous according to Safe Work Australia GHS 7 criteria (SDS). This reflects the solvent-based chemistry that gives Kwik Grip Horizontal its rapid bonding performance and broad material compatibility. Understanding these classifications is part of using the product correctly and safely.

Available Sizes and Product Codes

Kwik Grip Horizontal comes in eight package sizes, covering everything from small household repairs to industrial-scale installations (SDS):

- **50mL** (Product Code 100039): Ideal for small repairs and testing - **100mL** (Product Code 100044): Good for craft and minor household projects - **250mL** (Product Code 100045): A practical size for moderate bonding tasks - **500mL** (Product Code 100043): A professional size for larger single-day applications - **1L** (Product Code 100042): Multi-project volume for regular users - **2L** (Product Code 100041): Workshop and contractor format - **4L** (Product Code 100043): High-volume professional applications - **150kg Expandable** (Product Code 100334): Industrial bulk supply for manufacturing environments

Every size uses the same formulation, so you get consistent results regardless of the volume you're working with. Kwik Grip Horizontal is manufactured and distributed by Selleys, a division of DuluxGroup (Australia) Pty Ltd, based in Clayton, Victoria (SDS).

Chemistry and Composition

The performance of Kwik Grip Horizontal comes from a three-component solvent system blended with elastomeric resins — a formulation built for fast tack development, strong substrate wetting, and a final bond that holds. Here's what's inside and why it matters (SDS):

Primary Solvent — n-Propyl Acetate (CAS 109-60-4): At 30–60% by weight, n-propyl acetate is the main carrier solvent. It gives the adhesive its workable consistency during application, supports rapid tack development through controlled evaporation, and works with the elastomeric polymer base. Its evaporation rate suits horizontal applications well, giving you enough open time to position larger materials accurately before the bond sets.

Secondary Solvent — Naphtha, Petroleum, Hydrotreated Light (CAS 64742-49-0): Present at 10–30% by weight, this refined petroleum fraction contributes solvent power and influences viscosity. The hydrotreating process reduces aromatic content, making it well-suited to adhesive formulations while maintaining strong solvency for the polymer components.

Tertiary Solvent — Methyl Ethyl Ketone (CAS 78-93-3): At 1–10% by weight, MEK is a fast-evaporating co-solvent that accelerates the initial drying phase. It improves the adhesive's ability to wet diverse substrates and drives the rapid surface tack development that contact bonding depends on.

Non-Hazardous Components: The remaining balance includes ingredients below reporting limits or classified as non-hazardous — including the elastomeric polymer base that delivers final bond strength and flexibility (SDS).

This solvent-polymer architecture explains both the product's flammability classification and its ability to bond dissimilar materials reliably. As the solvents evaporate, polymer chains entangle with substrate surfaces, creating mechanical interlocking at the microscopic level. That's the science behind a bond you can rely on.

Hazard Classification and Safety Profile

Kwik Grip Horizontal carries a "Danger" signal word, reflecting multiple hazard categories that every user must understand before handling (SDS). Knowing the hazards means you can take the right precautions and get the job done safely.

Flammability hazards

The product is classified as a Flammable Liquid Category 2, carrying hazard statement H225: "Highly flammable liquid and vapour" (SDS). The high solvent content creates significant fire risk during application — particularly during the evaporation phase, when solvent vapours concentrate in the work area. This classification demands strict fire prevention protocols. Follow them without exception.

Health hazards

****Skin effects****: Classified under Skin Corrosion/Irritation Category 2, Kwik Grip Horizontal causes skin irritation on direct contact (SDS). Prolonged or repeated exposure can lead to dermatitis, as organic solvents strip natural oils from the skin. Protective gloves are non-negotiable.

****Eye effects****: The product meets Eye Damage/Irritation Category 2A criteria, meaning it causes serious eye irritation that may require medical attention (SDS). Both solvent vapours and liquid contact pose risks to ocular tissues. Eye protection must be worn at all times during use.

****Respiratory and systemic effects****: Classified for Specific Target Organ Toxicity (Single Exposure) Category 3 for narcotic effects (SDS). Inhaling concentrated vapours can cause dizziness, drowsiness, and headache — and in extreme cases, loss of consciousness. This is the central nervous system depression effect common to organic solvent exposure, and the reason adequate ventilation is a firm requirement, not a suggestion.

Required personal protective equipment

Given these hazards, the product requires protective gloves, protective clothing, eye and face protection, and a suitable respirator during use (SDS). Precautionary statements require use only outdoors or in well-ventilated areas (P271), with breathing of dust, fume, gas, mist, vapours, or spray actively avoided (P261) (SDS). These aren't optional measures — they're the standard for working with this product correctly.

Application Requirements and Safety Protocols

Workspace preparation

Before opening any container, establish explosion-proof conditions in your workspace. Precautionary statements P240, P241, P242, and P243 collectively require grounding and bonding of containers and receiving equipment, explosion-proof electrical and ventilating equipment, non-sparking tools, and active measures to prevent static discharges (SDS). These controls address the Category 2 flammability hazard posed by solvent vapours, and they must be in place before work begins.

Keep the workspace clear of heat, sparks, open flames, and hot surfaces. Smoking is strictly prohibited (P210) (SDS). Adequate ventilation is a mandatory control measure specified in precautionary statement P271 (SDS) — not a recommendation, but a requirement for safe, compliant use.

Handling precautions

Keep containers tightly closed whenever they're not in active use (P233) to minimise vapour release and evaporation (SDS). After handling, wash hands, face, and all exposed skin thoroughly (P264) — dermal absorption and irritation are real risks with skin contact (SDS).

Keep the product out of reach of children (P102), and read all instructions carefully before starting any job (P103) (SDS). These precautions apply to every package size, from the 50mL format through to the 150kg industrial bulk supply.

Dispensing and application

When transferring adhesive from larger containers, use vessels rated for flammable liquids and label them correctly. The application process is straightforward: coat both surfaces to be bonded, allow solvent evaporation until surfaces become touch-dry but remain tacky, then bring surfaces into firm, deliberate contact. The horizontal formulation is built for applications where gravity works with the bonding process rather than against it. Align carefully before joining surfaces, because the instant grab that makes this product so effective also means repositioning after contact isn't an option.

Emergency Response Procedures

Inhalation exposure

If someone is overcome by vapours, remove them from the exposure area immediately — rescuers must take care not to become casualties themselves (SDS). Remove contaminated clothing and loosen remaining garments. Allow the patient to rest comfortably, keep them warm, and monitor until fully recovered (SDS). If effects persist, seek medical advice. Always have the product container or label available for healthcare providers (P101) (SDS).

If you feel unwell at any point during or after use, contact the Australian Poison Information Centre on 131 126, New Zealand on 0800 764 766, or a doctor (P312) (SDS). Act promptly; don't wait to see if symptoms resolve on their own.

Skin contact

For skin or hair contact, remove all contaminated clothing immediately and flush skin and hair with running water (P303+P361+P353) (SDS). Continue flushing until advised to stop by the Poisons Information Centre or a doctor, or for at least 15 minutes, then seek medical care (SDS). If skin irritation develops, obtain medical advice or attention (P332+P313) (SDS).

Contaminated clothing must be removed and washed thoroughly before reuse (P362+P364) (SDS). For significant contamination, drench the affected area with water immediately and continue flushing with plenty of water and soap if the material proves insoluble (SDS).

Eye contact

If the adhesive enters the eyes, rinse cautiously with water for several minutes (P305+P351+P338) (SDS). Remove contact lenses if present and straightforward to remove, then continue rinsing (SDS). If eye irritation continues after thorough rinsing, seek medical advice or attention without delay (P337+P313) (SDS). The Category 2A eye irritation classification means this is a serious exposure — prompt, thorough decontamination is essential.

Storage and Disposal Requirements

Storage conditions

Storage must comply with precautionary statement P403+P235: store in a well-ventilated place and keep cool (SDS). The combination of flammability and vapour pressure makes temperature control and air circulation critical. Storage areas must meet the requirements for Class 3 Dangerous Goods, with clear separation from ignition sources, incompatible materials, and heat sources.

Keep containers tightly sealed during storage (P233) (SDS). Partially used containers are a particular concern — headspace vapours can reach flammable concentrations if containers aren't properly sealed after every use.

Disposal requirements

Dispose of both contents and containers in accordance with local, regional, national, and international regulations (P501) (SDS). Empty containers can retain residual adhesive and flammable vapours, which means they require treatment as hazardous waste in most jurisdictions. Check with local waste management authorities for the specific disposal protocols that apply to your location and container size.

The 150kg expandable format requires industrial waste handling procedures. It must never be discharged to drains, waterways, or landfills without appropriate treatment and proper authorisation.

Optimal Use Conditions and Best Practices

Surface preparation

Strong results start with proper surface preparation. Both substrates must be clean, dry, and free from oils, dust, or release agents that could prevent the adhesive from wetting the surface effectively. The broad substrate compatibility of Kwik Grip Horizontal — laminated plastics, rubber, leather, canvas, wood, cork, hardboard, metals, and fibrous cement sheeting (SDS) — reflects a formulation built to wet diverse surface energies. But no adhesive performs well on a contaminated surface. Prepare correctly and the bond will follow.

Application technique

The horizontal designation tells you exactly what this formulation is built for — applications where bonded surfaces remain parallel to the ground during and after assembly. The instant grab upon contact is one of the product's greatest strengths, and it demands accurate alignment before surfaces meet. For horizontal applications such as laminate benchtops, flooring materials, or flat panel assemblies, Kwik Grip Horizontal delivers the handling characteristics you need, without the slump or drip concerns of vertical-grade formulations. Plan your placement, position with confidence, and press firmly.

Environmental conditions

Apply at moderate temperatures in well-ventilated conditions. Cold temperatures slow solvent evaporation, extending open time but delaying adequate tack development. Excessive heat accelerates evaporation and can cause tack to develop faster than your positioning allows. The mandatory ventilation requirement (P271) (SDS) means outdoor application or mechanical ventilation isn't a preference — it's required for safe, compliant use. Set up your workspace correctly and the product will perform as it should.

How This Product Fits in the Range

Kwik Grip Horizontal is one of several purpose-built variants within Selleys' Kwik Grip Contact Adhesive range. Each formulation is built for specific application orientations and environments.

****Kwik Grip Vertical**** is built for vertical surfaces, with near-instant bonding upon contact and viscosity suited to applications where gravity works against the bond line.

****Kwik Grip Waterbased**** serves interior applications where solvent emissions need to be kept to a minimum. It trades some of the broad substrate compatibility and immediate strength of the solvent-based variants for a lower-emission profile suited to enclosed environments.

****Kwik Grip Sprax**** delivers spray application for large-area coverage — particularly useful in upholstery, automotive trim, and other applications where brush or roller application would slow the job down.

Every Kwik Grip variant shares heat resistance up to 130°C and a flexibility that prevents the adhesive from becoming rigid when dry, making them well-suited to bonding large flat surfaces across the materials listed in the recommended use statement. The horizontal formulation specifically optimises handling characteristics for applications where surfaces remain parallel to the ground during assembly.

Within the broader Contact Adhesives category, the Kwik Grip range is Selleys' primary solution for professionals and DIYers who need permanent, immediate-strength bonds across diverse material combinations — backed by more than 80 years of results. If it's Selleys, it works.

References

Source Documents - SELLEYS_KWIK_GRIP_HORIZONTAL_-AUS_GHS.pdf (canonical)

Related Products in the Range - Kwik Grip Vertical - Kwik Grip Waterbased - Kwik Grip Sprax

Frequently Asked Questions

What is Selleys Kwik Grip Horizontal: A professional-grade contact adhesive for horizontal surfaces

What type of adhesive is Kwik Grip Horizontal: Solvent-based contact adhesive

Is Kwik Grip Horizontal permanent: Yes, it forms permanent bonds

Is it suitable for vertical surfaces: No, it is formulated for horizontal surfaces only

What makes it a "contact" adhesive: Bond forms instantly when two coated surfaces touch

Does it require clamping: No, no clamping is required

Does it require extended drying time after joining: No, bond forms on first contact

Who manufactures Kwik Grip Horizontal: Selleys, a division of DuluxGroup (Australia) Pty Ltd

Where is Selleys based: Clayton, Victoria, Australia

Is it suitable for laminated plastics: Yes

Is it suitable for rubber: Yes

Is it suitable for leather: Yes

Is it suitable for canvas: Yes

Is it suitable for wood: Yes

Is it suitable for cork: Yes

Is it suitable for hardboard: Yes

Is it suitable for metals: Yes

Is it suitable for fibrous cement sheeting: Yes

Can it bond dissimilar materials together: Yes

What is the smallest available size: 50mL (Product Code 100039)

What is the largest consumer size: 4L (Product Code 100043)

Is there an industrial bulk format available: Yes, 150kg Expandable (Product Code 100334)

How many sizes is Kwik Grip Horizontal available in: Eight sizes

What is the product code for the 250mL size: 100045

What is the product code for the 1L size: 100042

What is the product code for the 2L size: 100041

What is the product code for the 500mL size: 100043

What is the product code for the 100mL size: 100044

What is the product code for the 50mL size: 100039

What is the product code for the 150kg Expandable: 100334

What is the primary solvent in Kwik Grip Horizontal: n-Propyl Acetate (CAS 109-60-4)

What percentage is n-Propyl Acetate by weight: 30–60%

What is the secondary solvent: Naphtha, Petroleum, Hydrotreated Light (CAS 64742-49-0)

What percentage is the petroleum naphtha by weight: 10–30%

What is the tertiary solvent: Methyl Ethyl Ketone (CAS 78-93-3)

What percentage is MEK by weight: 1–10%

What provides the final bond strength: Elastomeric polymer base

Is the polymer base hazardous: No, it is non-hazardous

What is the Dangerous Goods classification: Class 3 (Flammable Liquid)

What is the flammability category: Flammable Liquid Category 2

What hazard statement applies to flammability: H225 — Highly flammable liquid and vapour

What signal word does the product carry: Danger

Is it hazardous according to Safe Work Australia GHS 7: Yes

Does it cause skin irritation: Yes, classified Skin Corrosion/Irritation Category 2

Can prolonged skin contact cause dermatitis: Yes

Does it cause eye irritation: Yes, classified Eye Damage/Irritation Category 2A

Can vapour inhalation cause narcotic effects: Yes, classified STOT Single Exposure Category 3

What narcotic symptoms can vapour exposure cause: Dizziness, drowsiness, and headache

Can extreme vapour exposure cause loss of consciousness: Yes

Are protective gloves required: Yes

Is eye and face protection required: Yes

Is a respirator required during use: Yes

Is protective clothing required: Yes

Must it be used in a well-ventilated area: Yes, precautionary statement P271 requires it

Is outdoor use recommended: Yes, or in well-ventilated areas

Is smoking permitted during use: No, strictly prohibited (P210)

Are open flames permitted near the product during use: No

Are non-sparking tools required: Yes (P242)

Is grounding of containers required: Yes (P240)

Is explosion-proof ventilation equipment required: Yes (P241)

Must static discharge be prevented: Yes (P243)

Must containers be kept tightly closed when not in use: Yes (P233)

Should hands be washed after handling: Yes, thoroughly (P264)

Is the product safe for children to access: No, keep out of reach of children (P102)

Should instructions be read before use: Yes (P103)

What is the first step of the bonding process: Coat both surfaces with adhesive

What is the second step of the bonding process: Allow surfaces to become touch-dry

What is the third step of the bonding process: Bring surfaces into firm, deliberate contact

Can surfaces be repositioned after contact: No

Why can't surfaces be repositioned: Bond forms instantly on contact

Does cold temperature affect performance: Yes, it slows solvent evaporation

Does excessive heat affect performance: Yes, it accelerates tack development

Must surfaces be clean before application: Yes

Must surfaces be dry before application: Yes

Must surfaces be free from oils before application: Yes

What should you do if overcome by vapours: Remove from exposure area immediately

What position should an inhalation casualty rest in: The most comfortable position available

Who should rescuers protect during vapour rescue: Themselves from becoming casualties

What is the Australian Poison Information Centre number: 131 126

What is the New Zealand Poison Information Centre number: 0800 764 766

What is the first action for skin contact: Remove contaminated clothing immediately

How long should skin be flushed with water after contact: At least 15 minutes

Should contaminated clothing be rewashed before reuse: Yes (P362+P364)

What is the first action for eye contact: Rinse cautiously with water for several minutes

Should contact lenses be removed before eye rinsing: Yes, if straightforward to remove

What should you do if eye irritation persists after rinsing: Seek medical attention (P337+P313)

What storage condition is required for temperature: Keep cool (P403+P235)

What storage condition is required for air: Store in a well-ventilated place (P403+P235)

Can containers be disposed of in general waste: No, treat as hazardous waste

How should contents and containers be disposed of: Per local, regional, national, and international regulations (P501)

Can the 150kg format be discharged to drains: No

Can the 150kg format be discharged to waterways without treatment: No

What is the maximum heat resistance shared across the Kwik Grip range: 130°C

Does Kwik Grip Horizontal remain flexible when dry: Yes

What is Kwik Grip Vertical designed for: Vertical surface applications

What is Kwik Grip Waterbased designed for: Interior low-emission applications

What does Kwik Grip Sprax offer: Spray application capability

Is Kwik Grip Horizontal suitable for large-format horizontal installations: Yes

How long has Selleys been established: More than 80 years

Label Facts Summary

> **Disclaimer:** All facts and statements below are general product information, not professional advice. Consult relevant experts for specific guidance.

Verified Label Facts

Product Identity - Product Name: Selleys Kwik Grip Horizontal - Product Type: Solvent-based contact adhesive - Manufacturer: Selleys, a division of DuluxGroup (Australia) Pty Ltd - Manufacturer Location: Clayton, Victoria, Australia

Available Sizes and Product Codes - 50mL — Product Code 100039 - 100mL — Product Code 100044 - 250mL — Product Code 100045 - 500mL — Product Code 100043 - 1L — Product Code 100042 - 2L — Product Code 100041 - 4L — Product Code 100043 - 150kg Expandable — Product Code 100334

Composition (Source: SDS) - n-Propyl Acetate (CAS 109-60-4): 30–60% by weight — primary solvent - Naphtha, Petroleum, Hydrotreated Light (CAS 64742-49-0): 10–30% by weight — secondary solvent - Methyl Ethyl Ketone (CAS 78-93-3): 1–10% by weight — tertiary solvent - Elastomeric polymer base: remaining balance — classified non-hazardous

Hazard Classification (Source: SDS, GHS 7) - Dangerous Goods Classification: Class 3 (Flammable Liquid) - Flammability Category: Flammable Liquid Category 2 - Hazard Statement: H225 — Highly flammable liquid and vapour - Signal Word: Danger - Hazardous per Safe Work Australia GHS 7 criteria: Yes - Skin Corrosion/Irritation: Category 2 - Eye Damage/Irritation: Category 2A - Specific Target Organ Toxicity (Single Exposure): Category 3 — narcotic effects

Precautionary Statements (Source: SDS) - P102: Keep out of reach of children - P103: Read and follow all instructions before use - P210: Keep away from heat, sparks, open flames, hot surfaces — no smoking - P233: Keep container tightly closed - P240: Ground and bond container and receiving equipment - P241: Use explosion-proof electrical and ventilating equipment - P242: Use non-sparking tools - P243: Take precautionary measures against static discharge - P261: Avoid breathing dust, fume, gas, mist, vapours, or spray - P264: Wash hands, face, and exposed skin thoroughly after handling - P271: Use only outdoors or in a well-ventilated area - P303+P361+P353: If on skin or hair — remove contaminated clothing immediately and flush with running water - P305+P351+P338: If in eyes — rinse cautiously with water for several minutes; remove contact lenses if present and easy to do; continue rinsing - P312: Call a Poison Information Centre or doctor if unwell - P332+P313: If skin irritation occurs — seek medical advice or attention - P337+P313: If eye irritation persists — seek medical advice or attention - P362+P364: Remove contaminated clothing and wash before reuse - P403+P235: Store in a well-ventilated place; keep cool - P501: Dispose of contents and container per local, regional, national, and international regulations

Required Personal Protective Equipment (Source: SDS) - Protective gloves: Required - Protective clothing: Required - Eye and face protection: Required - Suitable respirator: Required

Emergency Contacts - Australian Poison Information Centre: 131 126 - New Zealand Poison Information Centre: 0800 764 766

Approved Substrates (Source: SDS) - Laminated plastics, rubber, leather, canvas, wood, cork, hardboard, metals, fibrous cement sheeting

Specified Application Orientation - Horizontal surfaces only

Skin Flush Duration (Source: SDS) - Minimum 15 minutes continuous flushing following skin contact

****Storage Requirements (Source: SDS)**** - Well-ventilated location; cool temperature; containers tightly sealed; separated from ignition sources and incompatible materials

****Disposal Requirements (Source: SDS)**** - Contents and containers: treat as hazardous waste per applicable regulations (P501) - 150kg format: must not be discharged to drains, waterways, or landfill without appropriate treatment and authorisation

****Shared Range Specification**** - Maximum heat resistance across Kwik Grip range: 130°C - Remains flexible when dry: Yes

****Source Document**** - SELLEYS_KWIK_GRIP_HORIZONTAL_-AUS_GHS.pdf (canonical SDS)

General Product Claims

- Described as "professional-grade" contact adhesive - Claimed to deliver "permanent bonds" across listed substrates - Claimed to form bonds "instantly" on first contact with no clamping required - Described as "especially valuable for large-format horizontal installations" - Solvent evaporation rate described as "well-suited to horizontal applications" providing adequate open time for positioning - Hydrotreating of petroleum naphtha described as making it "well-suited to adhesive formulations" - MEK described as enhancing "ability to wet diverse substrates" - Bond mechanism described as polymer chain entanglement creating "mechanical interlocking at the microscopic level" - Kwik Grip Vertical described as offering "near-instant bonding" with viscosity "optimised for vertical applications" - Kwik Grip Waterbased described as suited to "enclosed environments" with "lower-emission profile" - Kwik Grip Sprax described as "particularly valuable in upholstery, automotive trim" applications - Selleys described as a "heritage brand with more than 80 years of proven results" - Tagline: "If it's Selleys, it works" - Size descriptions ("ideal for," "perfect for," "go-to size") are marketing characterisations, not label specifications - Statement that "every size carries the same proven formulation" — not independently verified from label data - Claim that product delivers "consistent, professional results regardless of volume" — marketing assertion

Related Products & Brand Context

Selleys Kwik Grip Horizontal Contact Adhesive sits within the ****Kwik Grip**** product line from Selleys, a brand operating as a division of DuluxGroup (Australia) Pty Ltd. Selleys is broadly associated with sealants, adhesives, fillers, and household repair products sold across Australia and New Zealand. Within that range, the Kwik Grip line represents Selleys' contact adhesive offering — products designed for high-strength bonding without clamping, where both surfaces are coated and pressed together once the adhesive reaches the right tack level.

The "Horizontal" designation in this product's name signals a specific formulation choice: a thicker, solvent-based formula engineered to reduce running and stringing when applied to flat, horizontal surfaces such as benchtops and flooring substrates. This makes it a distinct variant within the contact adhesive category rather than a general-purpose version. The product sits under the ****Home & Garden > Adhesives & Glues**** category hierarchy, specifically within contact adhesives, and is positioned for both trade and consumer use — evidenced by its wide size range, which spans from a 50mL tube for small repairs all the way up to a 150kg bulk format suited to commercial or industrial procurement.

Because this adhesive bonds materials including laminated plastics, timber, cork, rubber, leather, canvas, metals, and fibrous cement sheeting, buyers using it for benchtop or flooring installations are likely to also need surface preparation products (such as cleaners or primers to ensure substrates are dust- and grease-free before bonding), as well as application tools like brushes or rollers suited to solvent-based adhesives. It is also worth noting that as a flammable liquid (UN 1133, Dangerous Goods Class 3), storage and transport considerations place it alongside other solvent-based products that require ventilated storage and appropriate personal protective equipment during handling.

