



Performance Tapes Technical Application Solution



Durable Goods and Equipment Labels

Industry Segment	General Industrial
Application	<p>Durable goods and equipment labels must perform consistently in a variety of hostile environments, under extreme conditions and temperatures. The segment demands a premium range of pressure-sensitive materials that are cost-effective and durable, while minimizing waste and complying with stringent standards and service requirements. Specific applications include appliances, industrial labeling, lawn and garden equipment, and many others.</p> <p>Durable automotive labels must cope with conditions in the engine compartment, where temperature extremes and exposure to liquids, including brake fluid and engine oil, can compromise printed information and adhesives, or both. Application areas include fuel cap compartment, tire pressure labels and automotive service labels.</p>
Material Laminated To	Various: flexible label stock and engraved plates
Material Bonded To	Polycarbonate, ABS, paint/powder coated metal, PP, PE
The Technical Challenges	<p>The pressure-sensitive adhesive product must:</p> <ul style="list-style-type: none"> - Have a permanent adhesive bond in harsh and demanding environments - Be resistant to abrasion and chemicals - Convert easily - Be a UL®-registered adhesive (UL 969) - Bond to low surface energy substrates - Carry Automotive OEM specification
Buried Graphics Products	<p>FT 720 DL C (Clear adhesive/double liner)</p> <p>FT 720 DL W (White opaque adhesive/double liner)</p>
Transfer Tape Products	<p>HPA™ 1902 and 1905 [Solvent and high-temperature resistant (UL 969, UL 746C)]</p> <p>FT 3012 (Ultra high-temperature resistant silicone adhesive)</p> <p>FT 3014 (General-purpose acrylic adhesive ideal for medium- and high-surface energy)</p> <p>FT 3043 (Modified-acrylic adhesive for low surface energy and polyethylene)</p>
Product Construction	Transfer Tape
Product Carrier	
Commercial or Developmental?	Commercial
Why We Won	<p>When you work with Avery Dennison solutions are never far away. That is because we have teams working at the global, regional and local levels—and you can leverage the expertise of all of them. You will work closely with dedicated technical resources backed by experts in the field, as well as the technical and R&D teams in our laboratories. All of our technical personnel have many years of experience in materials science, engineering and labeling, and draw from an 80-year tradition of innovation and service.</p>

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