

Avery Dennison Performance Tapes

Attachment of Branding & Graphics

Application overview

For appliances, the attachment of branding and design elements is important, but so is the application of identification, operating and warning signs.

- Emblems
- Logos
- Decorative graphics
- Aesthetic components
- Instruction labels
- Many more are appliance applications

Very often bonding on low- to medium-surface energy substrates is required.

Our tapes allow an aesthetically pleasing mounting, with no damage to the surface and no cure time required. Tape solutions are the ideal replacement for mechanical fasteners like screws.

Customer benefits

- Easy to apply
- Aesthetically pleasing
- Long-lasting – specially formulated adhesive and tape construction provides a strong, lasting bond
- Helps damp vibration – the viscoelastic properties of certain tapes helps damp vibration during use and during shipment of the unit from the plant.

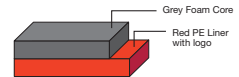
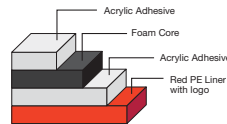
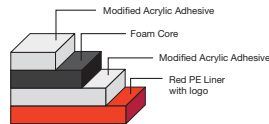
The lifetime performance of the bond depends largely on the selection of the right adhesive and carrier.



Key Application Requirements & Technical Requirements

1. AFB™ — Acrylic Foam Bond Tapes

AFB is a tape with an acrylic foam core which enables good lamination and maintains high internal strength and will act as a gap filler between irregular and curved surfaces. The tape offers excellent longer term durability and highest internal strength, and is suitable for auto-dispensing.



Portfolio Overview

	AFB 62	AFB 63	AFB 66
Features	<ul style="list-style-type: none"> Good cohesion performance Seals against water, moisture, and dust Modified acrylic adhesive offers great bonding to low surface energy surfaces 	<ul style="list-style-type: none"> Good cohesion performance Seals against water, moisture, and dust 	<ul style="list-style-type: none"> Good cohesion performance Seals against water, moisture, and dust
Benefits	<ul style="list-style-type: none"> Conformable foam density enables good lamination to irregular surfaces Easy die cut for a precise fit Gap filling 	<ul style="list-style-type: none"> Conformable foam density enables good lamination to irregular surfaces Easy die cut for a precise fit Gap filling 	<ul style="list-style-type: none"> Conformable foam density enables good lamination to irregular surfaces Easy die cut for a precise fit Gap filling
Applications	<ul style="list-style-type: none"> Powder coated or low surface energy plastic bonding requiring a high internal strength Attachment & construction 	<ul style="list-style-type: none"> Metal or medium surface energy plastic bonding requiring a high internal strength Attachment & construction 	<ul style="list-style-type: none"> Metal or high surface energy plastic bonding requiring a high internal strength Attachment & construction
Thickness (excluding liner)	640 µm	1100 µm	250 µm, 400 µm, 500 µm, 800 µm, 1000 µm, 1200 µm
Colours	Black	Grey	Clear, Grey
Product Codes	AFB 6264B	AFB 6311GS	AFB 6625C, AFB 6640G, AFB 6650C, AFB 6680G, AFB 6610C, AFB 6612G

2. HPA™ — High Performance Acrylic Tapes

High Performance Acrylic Tapes have a high cohesive strength, and excellent environmental resistance to UV-light, temperature changes & chemicals. Its high shear performance is excellent for applications like bonding nameplates that require resistance to stress and high loads. High Performance Acrylic are also suited for applications which need to withstand rigid environmental conditions during the lifetime of the product. These acrylic tapes perform excellently on substrates with a medium and high surface energy.

Portfolio Overview

	HPA 1902W	HPA 1952W	HPA 2922	HPA 2925
Features	<ul style="list-style-type: none"> Transfer Tape Pure Acrylic adhesive Easy liner removal Easy to die cut 	<ul style="list-style-type: none"> Transfer Tape Pure Acrylic adhesive Easy liner removal Easy to die cut 	<ul style="list-style-type: none"> Transfer Tape Modified Acrylic adhesive Easy liner removal Easy to die cut 	<ul style="list-style-type: none"> Transfer Tape Modified Acrylic adhesive Easy liner removal Easy to die cut
Benefits	<ul style="list-style-type: none"> Provides a very high temperature resistance Provides a very high chemical, UV- and moisture resistance Adhesive allows easy slitting and conversion 	<ul style="list-style-type: none"> Provides a very high temperature resistance Provides a very high chemical, UV- and moisture resistance Adhesive allows easy slitting and conversion 	<ul style="list-style-type: none"> Provides a very high temperature resistance Provides a very high chemical, UV- and moisture resistance High initial tack 	<ul style="list-style-type: none"> Provides a very high temperature resistance Provides a very high chemical, UV- and moisture resistance High initial tack
Applications	<ul style="list-style-type: none"> Medium to high surface energy bonding 	<ul style="list-style-type: none"> Medium to high surface energy bonding 	<ul style="list-style-type: none"> Medium to high surface energy bonding. Also suitable for difficult to bond materials like plastics, and rough surfaces. 	<ul style="list-style-type: none"> Medium to high surface energy bonding Also suitable for difficult to bond materials like plastics, and rough surfaces.
Thickness	65 µm	125 µm	50 µm	125 µm

3. Solvent Modified Acrylic

Solvent modified acrylic tapes are easy to process and have excellent bonding strength to a wide variety of substrates including low surface energy substrates, good temperature resistance and good resistance to UV light.

Portfolio Overview

	Transfer Tapes	Double Coated Tapes
Features	<ul style="list-style-type: none">Modified acrylic adhesiveEasy unwindHigh initial tack	<ul style="list-style-type: none">Modified acrylic adhesiveEasy unwindHigh initial tackPET carrier
Benefits	<ul style="list-style-type: none">Provides a good temperature resistanceProvides a good UV light resistanceProvides a good chemical resistance	<ul style="list-style-type: none">Provides a good temperature resistanceProvides a good UV light resistanceProvides a good chemical resistance
Applications	<ul style="list-style-type: none">Excellent bonding to most materials with low to high surface energy	<ul style="list-style-type: none">Excellent bonding to most materials with low to high surface energy
Thickness (excluding liner)	89 µm, 58 µm	50 µm, 100 µm, 150 µm, 200 µm, 90 µm
Product Codes	FT 125, FT 126, FT F 2070	FT 7362, FT 7364, FT 7366, FT 7368, FT B 2170

4. Double Coated Polyethylene Foam

PE foam tapes are acrylic or rubber adhesive coated tapes with a polyethylene foam core. These foam tapes laminate and die cut easily. The tapes offer excellent long term durability and will act as a gap filler between irregular and curved surfaces.

Portfolio Overview

	Pure Acrylic Adhesives	Modified Acrylic Adhesives	Rubber Adhesives
Features	<ul style="list-style-type: none">Closed cell foam carrierEasy liner removalEasy to die cutPaper or PET liner	<ul style="list-style-type: none">Closed cell foam carrierEasy liner removalEasy to die cutPaper or PP liner	<ul style="list-style-type: none">Closed cell foam carrierEasy liner removalEasy to die cutPaper liner
Benefits	<ul style="list-style-type: none">Conformable foam density level enables good lamination on irregular surfacesGap filling	<ul style="list-style-type: none">Conformable foam density level enables good lamination on irregular surfacesGap filling	<ul style="list-style-type: none">Conformable foam density level enables good lamination on irregular surfacesGap filling
Applications	<ul style="list-style-type: none">Metal or medium to high surface energy material bonding requiring a high internal strengthAttachment & construction	<ul style="list-style-type: none">Low to medium surface energy material bonding requiring a high internal strengthAttachment & construction	<ul style="list-style-type: none">Low surface energy material bonding requiring a high internal strengthAttachment & construction
Thickness (excluding liner)	900 µm	900 µm	900 µm, 1100 µm, 1700 µm, 2100 µm, 1100 µm, 3300 µm
Colours	White & Black	White	White
Product Codes	FM Y422A, FM M 2705, FM 464	FM 477, FM 7634	FM M1702, FM M1707, FM M1711, FM M1712, FM M1750, FM M1770

White Goods & Appliances

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