

# SELECTING THE RIGHT ADHESIVE

## FOR SIGNAGE, PRINT AND INDUSTRIAL APPLICATIONS



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**Selecting the right adhesive is critical for the success of different types of applications and projects. Simply put, if you do not get this choice right, you risk ruining the hard work you put in to creating the application and put the entire job and installation in jeopardy.**

Initial tack or wet grab, shear strength, optical clarity, colour, permanent or removable characteristics, temperature and solvent resistance all need to be considered when designing a custom tape or adhesive to a specific customer application. If the wrong adhesive is chosen, it can lead to product failures that can damage the reputation of the customer's final product.

With that in mind, what should companies look out for when selecting adhesive materials for work? First and foremost, you need to consider the quality of the product you will be working with and the reputation of the manufacturer that supplied the material. As is the case with all kinds of material, you get what you pay for, and opting for cheaper, less-known brands can be a bit of a risk.

Next, do some research into the type of technical support you will get from the tape manufacturer. Not only is the adhesive choice important for the final product, but the other components play just as significant a role.

The adhesive carrier and release liner, if required, are critical for the overall performance of the tape throughout the manufacturing process, from coating the material, to the converting or fabrication of the product to the final use of the tape in the manufactured component.

Finally, consider the level of post-sales customer support you are likely to receive from the tape manufacturer. Once the tape is produced and sold, customers need the proper level of support to ensure that they receive their product on time, every time.



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