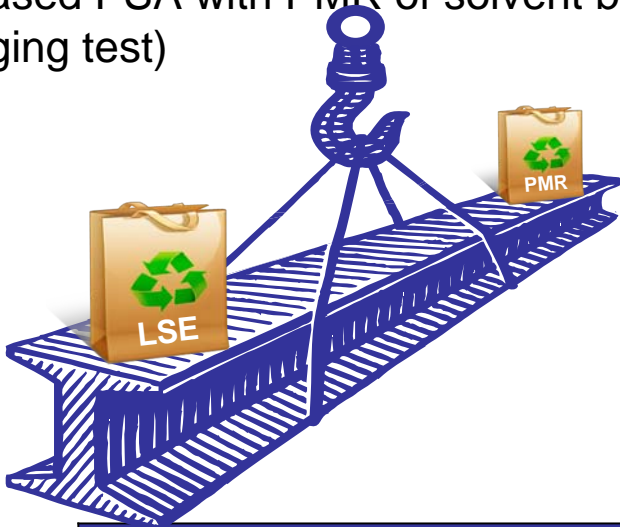


# CASE STUDY

## Solventless PSA for High End PVC Foam Tape

### Market Need

Combine quick tack and LSE adhesion of advanced water based PSA with PMR of solvent based PSA (pass GM heat aging test)



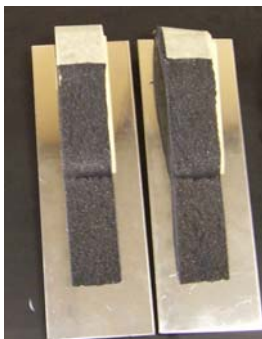
### Tool Box

Polymer blends  
Crosslinking  
Tackification  
Additives

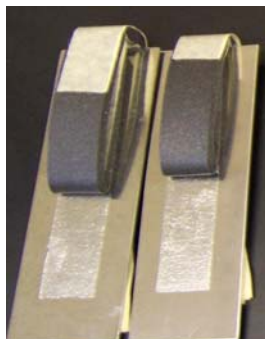
surface	1 min dwell
ABS	Foam Tear
10% talc P.P.	32 A
40% talc P.P.	29 A
Lens Finish P.P.	41 A
(5 minute dwell)	55 FT
GM paint (solvent)	41 A
GM paint (emulsion)	46 A

### Automotive Heat Age Test

Highly plasticized PVC Foam after 7 days & 70C



Adhesive failure with conventional emulsion



Foam tear with advanced polymer morphology

### FIELD FEEDBACK

“With this level of performance in a water based PSA we can go after high performance markets that were previously out of reach for our company.”

