

Know Your Film

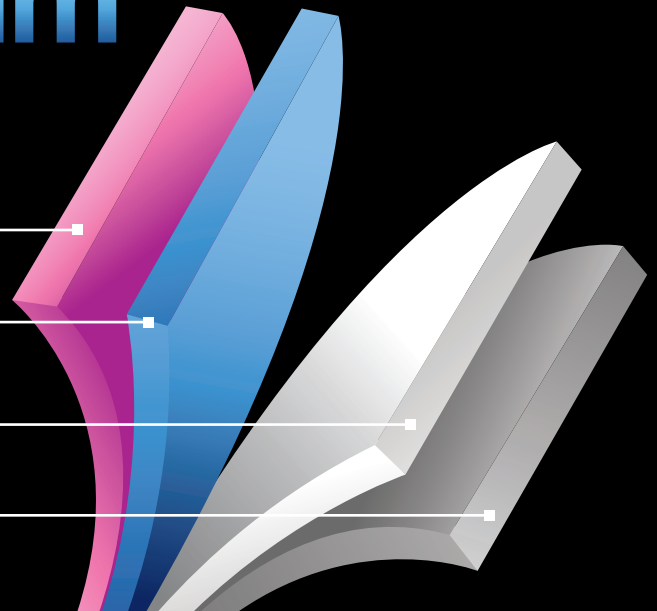
Engineering Your Film Solution.

Topcoat

Film

Adhesive

Liner



Film vs. Paper

- Recyclable
- Humidity Resistant
- Product Resistant
- Tear Resistant
- Conformable
- Environmental Resistant

Film Properties

- Stiffness/Hand
- Tensile Strength
- Elongation
- Chemical Resistance
- Surface Energy

Definitions

▪ Adhesive

A substance which can bond two similar or dissimilar surfaces together.

▪ Pressure Sensitive Adhesive (PSA)

An adhesive which is capable of forming a bond instantaneously under the application of pressure.

Performance Properties

▪ Peel (adhesive strength)

Force required to break the bond between the adhesive and the application surface.

▪ Shear (cohesive strength or viscosity)

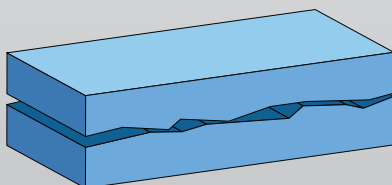
The ability of the adhesive to resist a long term load applied parallel to the application surface.

▪ Tack (quick stick)

Force required to break an instaneously formed bond.

Smooth vs. Textured Surfaces: Importance of “Wet-Out”

▪ Poor Wetting = Poor Bond



▪ Good Wetting = Good Bond

