

Nameplates with Staying Power

Selecting Optimal Adhesive for Your Product Identification Needs



Secure Your Reputation

It's likely happened to you - you just bought something new, only to see the nameplate or label peeling off like old wallpaper. Right away, it might just strike you as an annoyance. But, deep down, doesn't it make you question whether or not you just wasted your hard-earned money? The product's not worth it, and you definitely won't be buying from this brand again.

Those nameplates, labels or badges are your sidekick. Instilling brand recall and boosting your product's perceived value. But here's the kicker: they only work if they stick around! That's where the adhesive you choose becomes a crucial step in the creation of your product identification.

This eBook will walk you through adhesives that we offer, environmental factors, and how to choose the right adhesive. If you've read through the eBook and still have questions, our Customer Care team is ready to answer any question you might have.

How To: Choosing an Adhesive

Selecting the right adhesive for your product identification can be tricky.



What Type of Surface is it Sticking to?



What Environment will it be Used in?

Materials, Environments, and Usage

The substrate you choose, the surface of the product it will be applied to, the product type, and environmental exposures are important things to consider when selecting the appropriate adhesive.

Is the texture smooth, rough, or irregular?

Will there be exposure to chemicals?

When adhering the nameplate or label, a clean and dry surface is essential.

High or low surface energy?

Any exposure to extreme temperatures, UV light, or humidity?

Is your product identification on a product that will be mobile or stationary?

Is your product identification being attached to metal, plastic, or something else?

What is the size and weight of your product identification?

Will it be indoor or outdoor?

Pressure Sensitive Adhesive



Our Most Popular Adhesive Type

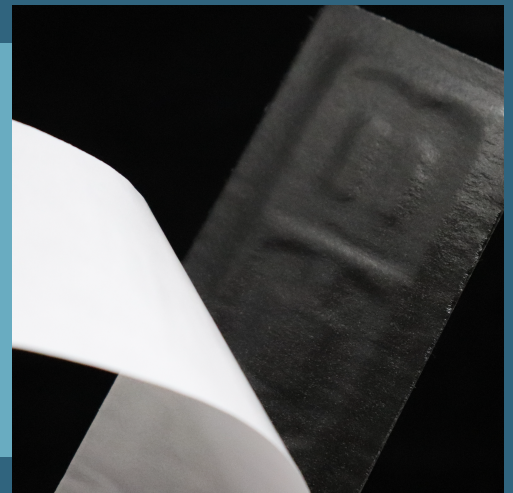
Pressure sensitive adhesive is supplied with a liner that is peeled off before placing the part onto the product. These adhesives can be applied overall or selectively on metal or plastic substrates.

Pressure sensitive adhesive is available in a variety of thicknesses and is suitable for most surface types. Tear tabs can be used to aid in the removal of liner during assembly. The liner can also be slit to simplify the assembly process.

Pressure Sensitive Adhesive - *Foam*

Foam adhesive fills gaps allowing irregular surfaces to be joined. It's a high tack adhesive that bonds to surfaces including powder coating. Thicker foam adhesive can be used to create a 3D effect and fill the space on the back side of a metal badge that has a formed edge or skirt.

Applications exposed to vibration can benefit from the insulation of foam adhesive.



Heat Activated Adhesive



Heat activated is a thermo-bond option with high bond strength and long-term durability. It uses heat and pressure to bond a nameplate to the surface of the product.

This adhesive is often used for higher volume applications assembled to molded components. It works with mating surfaces that have complex geometry and requires a heat source to achieve the bond.

Durable Graphics Made Simple.

What you need, when you need it.



Related Resources

Check out our other blogs for more helpful information about durable solutions for ID plates, nameplates, overlays, and labels.

Blogs

[A Sticky Subject: Adhesive for Outdoor Exposure](#)

[Effective Material and Attachment Methods for ID Plates](#)

[Metal Nameplate Sizes](#)

[5 Durability Requirements for Metal Nameplates](#)