

## **3M™ High Performance Acrylic Adhesive 200MP Raises Standards Again**

Technology advancements include complete solventless manufacturing process, layflat liners and air-release constructions

With a 30-year history as a reliable workhorse for converters and OEMs, 3M™ High Performance Acrylic Adhesive 200MP is about to get even better. Enhancements to the product's liner technology are raising the standard of performance for its adhesive family, used in bonding to metal and high surface energy plastics (higher than 37 dynes/cm), with improvements in both sustainability and liner technology. With applications ranging from ATMs, vehicle dashboards, appliance panels, trackpad bonding and more, nearly every design team or manufacturing process can benefit from these improvements.

Manufacturing for this industry-standard adhesive has always used a solventless process, producing a pressure sensitive adhesive that bonds on contact without the introduction of solvents. And in 2014, 3M's Industrial Adhesives and Tapes Division is pleased to announce the tape constructions made with the 3M™ High Performance Acrylic Adhesive 200MP Family will all be made with a greener process that totally eliminates solvents from its liner production.

Additionally, many 3M™ Adhesive Transfer Tapes and 3M™ Double Coated Tapes, including products using Adhesive 200MP, are conflict-mineral-free—made without gold, tantalum, tin or tungsten. An emerging trend among top design teams is to ensure their products are made only with conflict-mineral-free materials. 3M is proud to offer a full line of adhesive transfer tapes, double coated tapes and membrane switch spacers, including 3M™ Adhesive Transfer Tape 467MP and 3M™ Adhesive Transfer Tape 468MP, that meet these strict criteria and the customer's adhesive performance demands.

The high shear strength of Adhesive 200MP brings substantial benefits to users, including less adhesive oozing at slitting and die-cutting, helping to improve rapid part processing with minimal waste. Finished graphics are neat and clean thanks to edges that are less likely to ooze and collect dirt. For converters, the product's better roll aging and storage stability help minimize edge picking and waste. With clear and precise slitting and die-cutting, customer productivity and yields can be boosted.

The product's new layflat liner solves a number of industry challenges, including curling before or after die-cutting, tunneling or buckling, edge scalloping and more. The liner has a special polycoated paper construction, which provides increased dimensional stability in high humidity storage, processing, shipping and application conditions. The liner also enables improved rotary die-cutting at high speeds, as well as improved sheet processing and productivity with less waste during die-cutting. The consistently uniform adhesive coverage on the liner gives users full-value bonding performance.

"Customers have relied on Adhesive 200MP for many years," said Francis Tate, Senior Technical Engineer. "These enhancements bring added sustainability and performance, which will help make the product even more useful for today's demands."

For users who need customized constructions, 3M offers a program to combine Adhesive 200MP with a selection of liners, carriers and adhesive thickness. 3M can provide pricing and feasibility for this option in just one day, with customized sample rolls up to 10" wide shipped within seven days. A complete order can be shipped within three weeks.

For more information, visit: [www.3M.com/converter](http://www.3M.com/converter).

#### About 3M Converter Markets

For more than 50 years, 3M™ Laminating Adhesives, Performance Label Materials, and specialty products have been helping companies worldwide increase production efficiency and improve product performance, appearance, and identification. Today, 3M Converter Markets is a single resource for a versatile and comprehensive line of products and solutions available to the converting industry.

#### About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$31 billion in sales, 3M employs 89,000 people worldwide and has operations in more than 70 countries. For more information, visit [www.3M.com](http://www.3M.com) or follow @3MNews on Twitter.

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