

# Guidelines for Successful Application of Pressure-Sensitive Adhesives

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## I. Select the appropriate adhesive

Like all engineered materials, adhesives are designed for specific applications and environments. Some are made for use on metals while others are best suited for plastics or even a specific plastic.

Pressure-sensitive adhesives are designed and built for specific performance characteristics. Some adhesives are removable while others are very permanent. Some products adhere quickly while others require dwell time to reach maximum adhesion.

In addition, the proper release liner can reduce manufacturing costs and improve yields in some applications.

At VisionMark, we carry a wide variety of pressure-sensitive acrylic adhesives suitable for a wide range of industrial applications and environments. Proper testing and evaluation during the design phase of your project can ensure selection of an adhesive system suitable for your application.

## II. Apply adhesive following these guidelines

### A. Apply at the recommended temperatures

Most adhesives have a recommended "application" temperature range that should not be exceeded when the adhesive is being applied. This range differs from the recommended "service" temperature range. (The service temperature range is the recommended minimum and maximum temperatures for use of the specific adhesive in a specific application.) Observing the correct application temperature range will help ensure optimal adhesive performance for most industrial adhesives.

### B. Apply the adhesive to a clean surface

For the best results and optimal adhesion all dirt, dust, oil, etc. should be removed from the surface prior to application of the adhesive. Clean the surface with isopropyl alcohol or a clean tack cloth to remove any contamination from the substrate. A clean surface helps you get the best performance from your adhesive system.

### C. Peel away release liner

Remove release liner or backing paper from the VisionMark part exposing the pressure-sensitive adhesive.

### D. Place the part on the substrate

Place the VisionMark part on the cleaned surface being careful to properly align the part.

### E. Apply with pressure

Apply with even pressure to all areas of the part. A squeegee is sometimes useful in applying industrial graphics to remove any wrinkles or air bubbles.

### F: Allow adhesive time to cure on your substrate

Pressure-sensitive adhesives require time to flow into the pores of the substrate. Full cold flow and maximum adhesion is typically complete 48 hours after application.