

## FOR IMMEDIATE RELEASE

**Adhesive**  
Applications

Stik-2 Products &  
Dielectric Polymers

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**Adhesive Applications Launches New Acrylic Transfer Adhesives**

*New Line of Acrylic Transfer PSA's Provides Improved Solutions to Existing Market Needs.*

**Easthampton, MA, August 2009** – Adhesive Applications announces immediate availability of a new line of acrylic transfer adhesive tapes. This expanded line of acrylic transfer PSA's provides a superior solution for a number of applications, including specialty labels, sign mounting, picture mounting/framing, back-lit displays, foam fabricating, membrane switch assembly, automotive, appliance, laminations, and more.

"There is a need for improved versions of existing transfer adhesive products in the market today," stated Andrew Fondakowski, Regional Sales Manager, Adhesive Applications. "Our sales and service teams listen closely to what our clients are looking for and we do our best to respond quickly with the right solution." Fondakowski added, "Our lab team does a great job of providing smart and simple enhancements to our transfer adhesives, like making a red version for identifying splices or adding smelling agents to mask the smell for easier handling."

These products help expand an already extensive line of transfer adhesives from Adhesive Applications. This new line of acrylic transfer PSA's likely will be sold as full width logs. And the company will make modifications to the products, based on volume, if a customer requires it. They are available in a variety of coat weights, mil thicknesses, pigmented color and liner options. All of these products adhere to PSTC and ASTM test guidelines and are UL recognized for marking and labeling NT100 and NT140.

New products include:

- [600 Series](#) – High shear, moderate LSE, and high temp shear.
- [800 Series](#) – Lower cost high peel high tack.
- [900 Series](#) – For low temperature applications.
- [200 GFR Series](#) – Glass filled, high shear, high cohesive strength (clear or red)
- [900 GFR Series](#) – Glass filled for low temperature applications (clear or red)

For more information, please visit [www.AdhesiveApps.com](http://www.AdhesiveApps.com) or call (800) 356-3572.

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Adhesive Applications, formed through a merger of Stik-2 Products and Dielectric Polymers, is the adhesive solutions company. The company offers a broad portfolio of film tapes, foam tapes, transfer adhesive tapes, and specialty tapes and sealants. Their solutions are used in applications from aerospace to windows and have been time tested and proven to work for over fifty years. Products are available through direct sales and an extensive distributor network. The company is headquartered in Easthampton, Massachusetts. For more information, visit [www.AdhesiveApps.com](http://www.AdhesiveApps.com)