



# Automotive Interior Bonding

## Pressure-Sensitive Tape Solutions

Today's automotive industry faces many challenges when it comes to interior bonding applications. Current trends like lightweighting, higher standards for comfort, safety and interior air quality, and the increase use of engineered plastics present new and unique challenges.

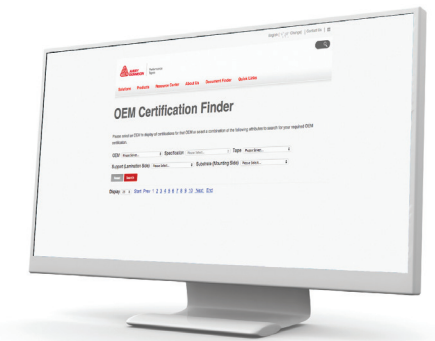
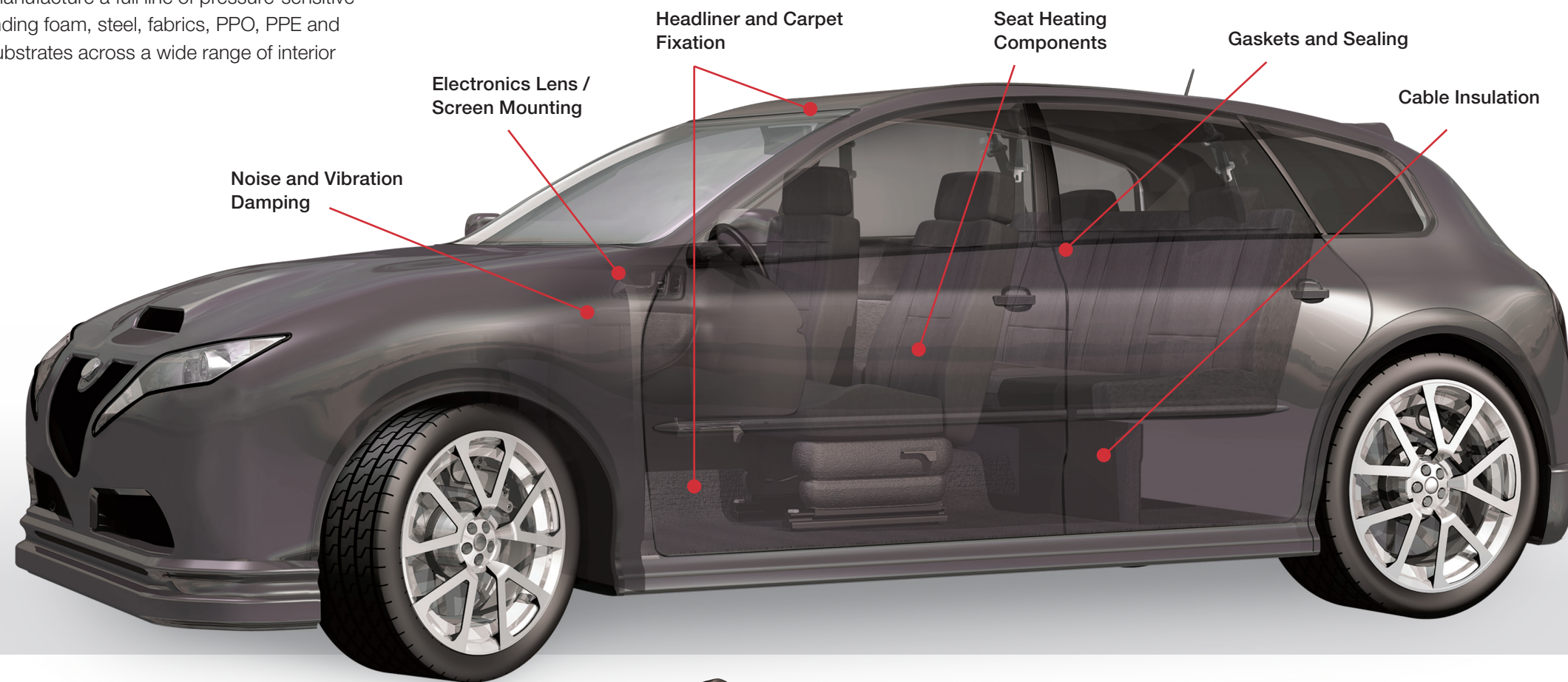
Avery Dennison Performance Tapes provides a full line of pressure-sensitive application solutions engineered to meet these demanding challenges – low VOC adhesives, products designed to bond to Low Surface Energy (LSE) plastics, improved noise and vibration damping solutions and more.

- > Gaskets and Sealing
- > Headliner and Carpet Fixation
- > Seat Heating Components
- > Cable Insulation
- > Noise and Vibration Damping
- > Electronics Lens / Screen Mounting



# Automotive Interior Applications

We engineer and manufacture a full line of pressure-sensitive tapes suited to bonding foam, steel, fabrics, PPO, PPE and a variety of other substrates across a wide range of interior applications.



## OEM Certification Finder

Easily search over 2,300 active OEM certifications for Avery Dennison products tested in an ISO certified lab to pass OEM specifications for specific laminates and substrates. Access under the "Quick Links" tab on [tapes.averydennison.com](http://tapes.averydennison.com).

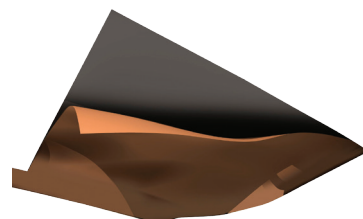
## ISO Certifications

- > ISO 9001 (Worldwide)
- > ISO/IEC 17025 (North America)
- > ISO/TS 16949 (Europe)



### Gaskets and Sealing

- > Bonding of EPDM strips and rubber gaskets for mechanical and electronic components
- > High immediate adhesion with excellent long term adhesion and resistance to water, chemicals, solvents, and plasticizers
- > Simpler, lighter and more cost-effective alternative to mechanical gasket attachments



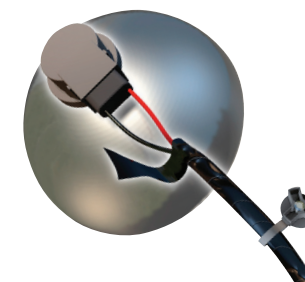
### Headliner and Carpet Fixation

- > Bonding carpets, headliners, leather and textile fabrics to vehicle interiors such as doors, dashboards and floors
- > High tack and long term adhesion with initial repositionability for easy application, assembly and optimal adhesion to carpets and textiles
- > Low VOC and resistance to chemicals, plasticizers, solvents, and extreme temperatures



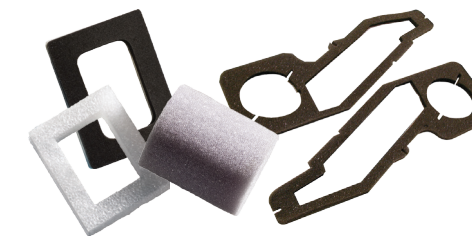
### Seat Heating Components

- > Assemble various layers of seat heating components, bonding seat heating elements, felts, foams, polyesters and other substrates
- > Long term adhesion, resistance to mold release agents and low VOC properties
- > Conductive ink compatibility for pattern coating for ventilated seats



### Cable Insulation

- > Specialized for door and cable insulation to help eliminate buzz, squeak and rattle noises to improve cabin acoustics
- > Custom developed products with excellent affinity to felts, nonwovens, PE and PU foams, velour, and EPDM
- > Controlled adhesion levels with strong resistance to plasticizer migration



### Noise and Vibration Damping

- > Products designed to bond flock, shoddy and foams to a wide range of plastics to prevent buzz, squeak and rattle noises caused by rubbing and knocking of parts
- > Laminate and bond constrained layer materials to provide sound and vibration damping characteristics in assemblies, door panels and dashboards
- > Enable use of lighter and thinner materials by damping vibrations and sound



### Electronics Lens / Screen Mounting

- > Designed for mounting applications and component assembly in electronics, touch screens, GPS and vehicle infotainment units
- > High bond strength combined with good shear enables bond to irregular or curved surfaces with resistance to chemicals and superior dimensional stability
- > Absorbs shock, distributes stress evenly and resists high temperatures; calipers range from 0.15mm to 2.0mm

## ABOUT AVERY DENNISON

Avery Dennison (NYSE:AVY) is a global leader in labeling and packaging materials and solutions. The company's applications and technologies are an integral part of products used in every major market and industry. With operations in more than 50 countries and 25,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Learn more at [www.averydennison.com](http://www.averydennison.com).

## ABOUT AVERY DENNISON PERFORMANCE TAPES

Avery Dennison Performance Tapes is a world-class operation focused on developing and manufacturing high performance pressure-sensitive adhesives and tapes for a broad range of applications in automotive, appliances, electronics, building and construction, specialty industrial and personal care markets. The organization has over 45 years of experience supplying standard and customized pressure-sensitive materials designed to deliver innovative solutions for customers' needs across the globe. Worldwide manufacturing facilities ensure a global presence supported by local sales, technical and customer service throughout the regions. Learn more at [www.tapes.averydennison.com](http://www.tapes.averydennison.com).

Please refer to **Tapes.AveryDennison.com** for complete terms and conditions, including warranty terms, relating to this product. You should periodically review the site as terms and conditions are subject to change without notice.

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