



Performance Tapes Technical Application Solution



Heat-activated AFB for Rubber Extrusions

Industry Segment	General Industrial
Application	Rubber extrusions are used for sealing and gasketing a broad range of items, including appliances, industrial enclosures and recreational vehicles. To secure these materials to substrates, OEMs are often moving from mechanically fastened designs to tape secured solutions. As a result, they reduce tooling costs and design complexity, plus obtain slimmer profiles. In this instance, Avery Dennison heat-activated AFB tape was used instead of traditional pressure-sensitive adhesive (PSA) tape its strong bond with gap filling ability. These products feature a heat activated adhesive on the side laminated to the extrusion via exposure to a heat source, while the other side has a PSA to bond to the end use substrate. The acrylic foam core provides thickness, required for bonding rigid materials, and strength, for resisting strong shear forces and harsh environments.
Material Laminated To	Rubber Extrusions
Material Bonded To	A variety of painted metals and plastics
The Technical Challenges	The pressure-sensitive adhesive product must: <ul style="list-style-type: none">- Bond to rubber extrusions without primer- Bond around difficult contours- Permanently adhere in harsh and demanding environments- Fill gaps (material offered in three thicknesses - 0.4, 0.8, 1.2 mm)- Feature a tear resistant PP liner option- Bond to low surface energy substrates
Products	AFB 9340B, AFB 9380B and AFB 9311B
Commercial or Developmental?	Commercial
Why We Won	When you work with Avery Dennison solutions are never far away. That is because we have teams working at the global, regional and local levels—and you can leverage the expertise of all of them. You will work closely with dedicated technical resources backed by experts in the field, as well as the technical and R&D teams in our laboratories. All of our technical personnel have many years of experience in materials science, engineering and labeling, and draw from an 80-year tradition of innovation and service.

Please refer to [Tapes.AveryDennison.com](https://www.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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