

Avery Dennison PSA Tape Solutions: Reliable, Sustainable and Forward- Thinking

The latest, cutting-edge tape solutions for carpeting and other flooring, untangled by industry experts. A brief overview of the advantages of performance tapes over the more traditional solutions for permanent, removable and repositionable flooring options.

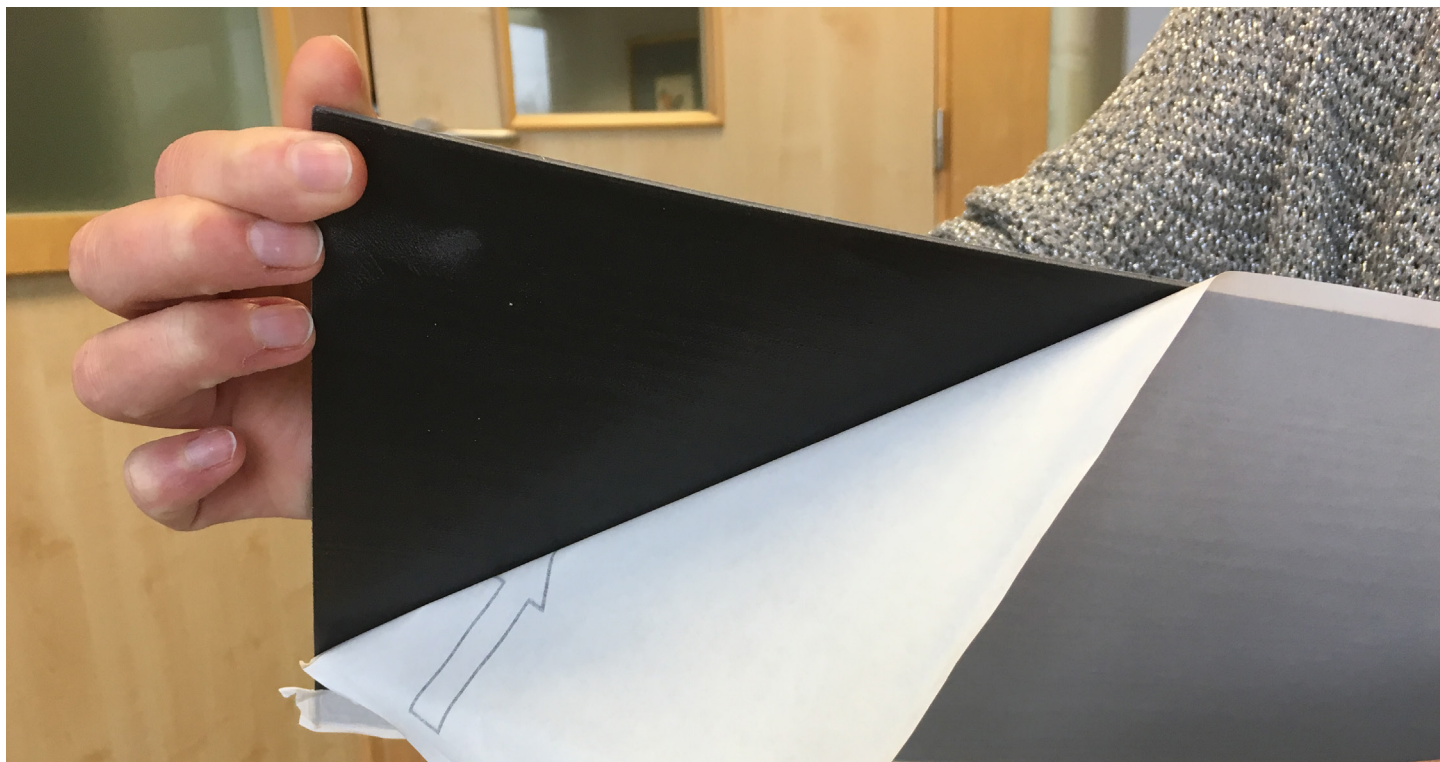
Performance and Ease of Installation and De-Installation

Innovative pressure-sensitive adhesive (PSA) solutions are the new generation for any type of flooring situation. They are fitted with an adhesive, but not comparable to a generic liquid adhesive. The adhesive in Avery Dennison tapes is pressure-sensitive, bonding primarily based on pressing – which is hugely advantageous for installation. Among other things.

In a world of ever-evolving needs of customers and consumers, Avery Dennison is delighted to share significant leaps regarding reliable, sustainable and forward-thinking tape solutions.

Our top-of-class expertise and global scale enable us to deliver innovative, sustainable, and intelligent solutions to customers around the world. Today's extensive range of pressure-sensitive offers solutions for the building and construction of tomorrow.





PSA Performance Tapes

Our portfolio consists of PSAs of different coat weights and strengths pre-applied to carriers, then covered with a special release liner. They are used for their wealth of advantages, as they offer a variety of benefits compared to other alternatives, be it glue-down, click-and-lock, or free-floating. Our dry adhesives require no activation with water, solvent or heat, and firmly adhere to many surfaces with minimal pressure without the use of brushes, glue guns or tools of any kind. The release liner protects the adhesive before it is removed.

Conventional installation methods for flooring and the more traditional solutions such as liquid adhesives have well-known drawbacks. Glue-down systems raise air quality concerns for users and require hours of curing, for one. Click-in-place floors dispense with glue

but are free-floating, noisy and can be damaged by sunlight and heat – which can also lead to surface irregularities. In addition, loose lay systems have less qualitative acoustic properties. Here, we focus on the ease of installation and de-installation of performance tapes and their many other advantages over the aforementioned traditional approach.

We'll be discussing tape solutions for carpet flooring and tile pads (for modular flooring) in particular in the later sections, but the performance tape portfolio covers everything from resilient flooring and underlayment to skirting boards, profiles, trims and even sports flooring. We'll first address the performance advantages of PSA tape solutions.

Advantages of PSA Tape Solutions

Economic pressure within the overall industry means working on tight budgets, especially for the least demanding applications, in turn resulting in an increased demand for lower-cost solutions. Consequently, many new products have entered the flooring industry segment, driving price pressure through the value chain resulting in margin erosion.

Avery Dennison Performance Tapes offers the solution to this new equation of cost / performance by first and foremost offering products with targeted solutions that also fulfill profitability expectations. Secondly, these solutions bring additional added value to flooring with a complete portfolio of products and expertise.

The tape's release liner protects the adhesive before it is removed, which introduces another advantage, as PSA tapes have excellent aging performance, both in application as well as in terms of storage. Shelflife of liquid adhesives, on the other hand, is an issue. Any liquid adhesive solution in stock will have to be put to use within the year, whereas tape will remain ready for application for much longer than that – as five years is hardly unusual.

The tape's release liner protects the adhesive before it is removed, which introduces another advantage, as PSA tapes have excellent aging performance, both in application as well as in terms of storage. Shelflife of liquid adhesives, on the other hand, is an issue. Any liquid adhesive solution in stock will have to be put to use within the year, whereas tape will remain ready for application for much longer than that – as five years is hardly unusual.

'Tapes have excellent aging performance, both in application as well as in terms of storage.'



“New varieties of PSA tapes can achieve full compliance with current as well as projected regulations. Replacing liquid adhesives with PSA solutions helps manufacturers meet these rules. It’s just the better option.”

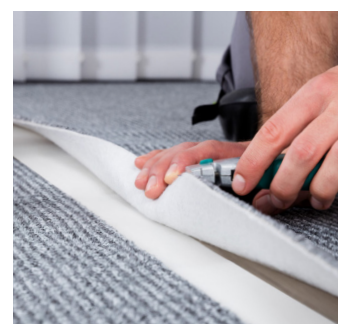
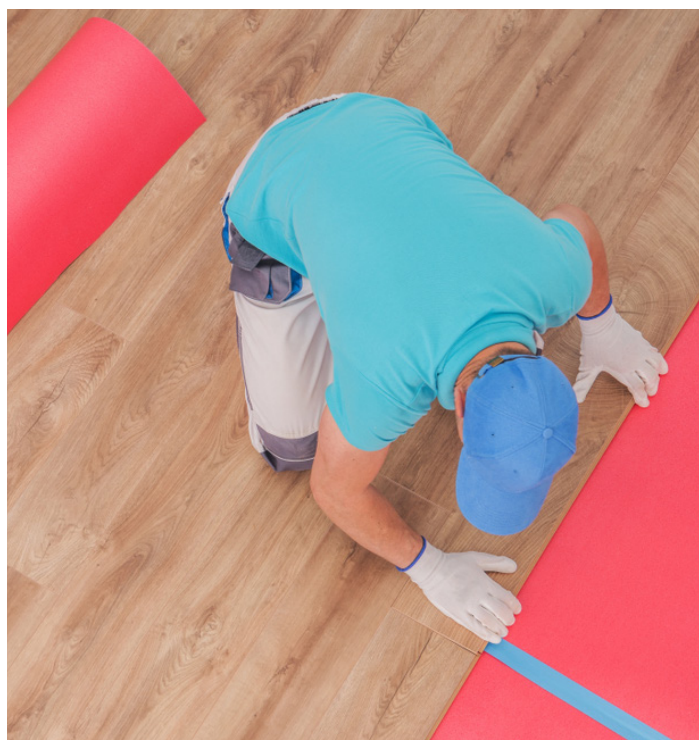
Matching Solutions

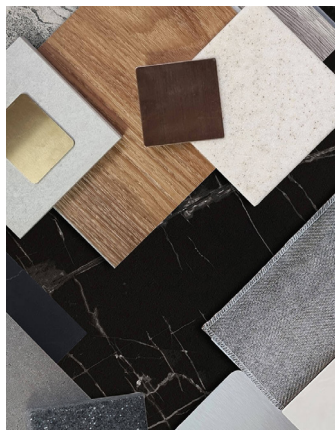
Our general-purpose tapes add value in various ways, helping converters solve their issues. Solving a variety of flooring challenges has always been at the heart of our solutions. We understand that different questions ask for different answers. Carpet, whether it be rolls or tiles, has a different purpose in each unique situation, both in terms of application and usage period – from removable and repositionable to permanent.

Broadloom for instance, also known as room-wide (under) carpet, is usually installed with a bond at the perimeter of the carpet: carpet backing to subfloor. Various subfloors and carpet backings are out there, and determine tape construction and adhesive selection. From double coated scrim tapes to transfer tapes with high coat weights of acrylic and rubber adhesives – there is an Avery Dennison performance tape solution for every purpose.

The New Generation

Innovative PSA solutions offer an improved bonding option. They consist of a dry adhesive laminated to the flooring product during production and covered with a release liner. The liner is removed during installation. Resilient and carpet floors attached with pressure-sensitive adhesives are highly stable and perform better acoustically than most click systems. Plus, floors can be easily removed for renovations without damaging the subfloor. Tape solutions qualify for permanent and temporary bonding, from tile pads and carpet floors to underlayment applications, and from PSA for the fixation and installation of floor substrates, skirting boards, profiles and trims to multilayer production.





Sustainable and Eco-Friendly

The newest PSAs meet the highest standards for sustainability and Indoor Air Quality (IAQ) performance. Manufacturers and distributors of glue-down flooring products face daunting IAQ regulations in Europe and the U.S., and even stricter rules are on the horizon. Further, some flooring manufacturers employ liquid adhesives in their production processes that create excessive scrap and increase exposure risks for workers as well.

New varieties of PSA tapes can achieve full compliance with current as well as projected regulations. Replacing liquid adhesives with PSA solutions helps manufacturers meet these rules, while limiting employees and end users' exposure to volatile organic compounds (VOCs) that are typically associated with liquid adhesives. Moreover, they install easily even by do-it-yourself standards and leave the floor immediately ready to use.

Avery Dennison offers innovative technology and uniquely engineered materials that enhance the performance of flooring products with a proven track record – complemented by ongoing in-house polymer science, adhesive development and production.

We believe in environmental sustainability by developing long term flooring solutions, which can be installed user-friendly, efficiently and fast – whilst being compliant with all relevant (indoor air quality) guidelines. Our focus on sustainable solutions applies throughout the value chain, with a broad FloorScore certified adhesive portfolio with unique new product technologies and global compliance to existing regulations for flooring applications, according to the Indoor Air Comfort Gold test program from Eurofins combined with additional CDPH section 01350 M1 odor and ammonia testing.

Ease of Installation

From DIY installers and professional contractors to manufacturers and distributors, the irrefutable advantages of tape solutions are catching on. It's not hard to see why. The easily tearable peel & stick approach, installed simply by adding pressure and without the use of tools, is completely unique to tapes, avoiding costly wait times. Meanwhile, the carriers in tape offer extra functionality, for instance moisture barriers.

Ease and Convenience

There are benefits for everyone involved here — from flooring manufacturers and distributors to professional contractors, installers and homeowners. Compared with both glue-down and click-in-place flooring, self-adhesive floors are easier to install, making them especially appealing to homeowners and DIYers.

Homeowners and DIYers often find conventional floor bonding methods difficult and unforgiving. But they can tackle PSA flooring projects with ease. Primers or underlayments are usually not needed. Just peel-off the liner from the flooring plank or tile and press it down. Once the floor is laid, it's ready for immediate use. By adding PSA peel- and-stick products to their existing offerings, flooring manufacturers can broaden their product portfolios, reach new customers and target the growing DIY market.

Critical Advantage

Flooring contractors and installers contending with a shortage of skilled labor will find simplified installation a critical advantage. With easy-to-install PSA solutions, they can assign workers with moderate training and experience to floor installation tasks, lessening the need for highly skilled workers or the need for any kind of additional tools.

Durable and Multifunctional

Tape solutions qualify for permanent and temporary bonding with various materials, subfloors and underlayment. Anything PVC, vinyl and rubber to cement or wooden subflooring is compatible. Moreover, cleanly removable solutions are a key element to consider in the afterlife of flooring and subfloor.

Tapes have excellent aging performance, both in application as well as in terms of storage. Shelflife of liquid adhesives, on the other hand, is an issue. Any liquid adhesive solution in stock will have to be put to use within the year, whereas tape will remain ready for application for much longer than that. Two years is the standard, but five is hardly unusual.

Ease of Use, Time-Saving, Waste-Avoiding

From DIY installers and professional contractors to flooring manufacturers and distributors, the irrefutable advantages of tape solutions are catching on. It's not hard to see why. The easily tearable peel & stick approach, installed simply by adding pressure and without the use of tools, is completely unique to tapes. Avoiding costly wait times with immediately walkable floors and the obvious recyclability benefits are a nice – but important – upside.

And have we mentioned it's the definitive solution to avoiding the stress related to the short window of applying liquid adhesives as soon as the lid comes off the bucket?





Examples of Easy Installation (1): High Tack Tile Pads

For a practical example of the ease of installation, let's look at these self-adhesive high-tack tile pads for a user-friendly and glue-free installation of modular flooring substrates. Tile tabs are used to install modular floor systems as a free-floating system without connecting the modular floor to the subfloor, whilst creating a connection between the floor tiles. This adhesive holds the tile in its position, while it remains possible to lift up the tile without leaving adhesive residue behind, thus leaving the subfloor unimpacted.

Tear, Place, Compile

Tape is a preferable alternative to the installation method where carpet tiles are installed with a liquid adhesive applied to the subfloor. Our engineered performance adhesive has excellent resistance to plasticizers, chemicals, moisture and temperature. There is a strong connection to the floor substrate over time.

Just tear off the tile pad from the roll, place the tile pad below the modular floor substrate and simply compile and press down for bonding. There is a high initial bond to a variety of carpet tile backing materials, with no protective liner and no waste.

Examples of Easy Installation (2): Integrated Modular Floor Tape Solution

Here, a double coated tape on a thin polyester carrier is applied, fitted on one side with a permanent adhesive that is laminated to the backing of the tile. The other side holds a removable adhesive which is placed in contact with the subfloor when tiles are installed, after the liner is removed. The high strength adhesive holds the tile in its position with excellent adhesion regardless of the type of backing, while it remains possible to lift up the tile without leaving adhesive residue behind, thus leaving the subfloor unimpacted.

Peel, Position, Push, Remove

The tape is applied with remarkable convenience whatever the backing may be – from recycled vinyl composite, PU foam, rubber foam, felt and jute to woven and nonwoven fabrics, latex, bitumen, etcetera. Just prepare the subfloor by removing dirt, oily surfaces and remains of old adhesives, remove the tape liner, position the tile and gently push down on the surface (or use a roller). When needed, simply remove by lifting the tile. The adhesive can even be reapplied several times depending on the type of subfloor.

Ease of Deinstallation

All of the aforementioned advantages that make tape solutions unique when it comes to ease of installation apply to de-installation as well. For starters, the removability – on any given subfloor – is a huge upside, especially compared to generic liquid adhesive solutions.

Carpet flooring or tiles for instance, can be removed without any residue at all, as the subfloor is immediately ready for the next removable application – which goes a long way when it comes to event carpeting for conferences, exhibitions and trade fairs as well.

Clean and Easy

There is simply no impact of any kind on subflooring. And that applies to permanent solutions as well. At end-of-life, you just lift up the flooring, tear and remove. In fact, it's so cleanly removable that it's even possible to isolate the tape from the flooring and recycle both separately. When liquid adhesive is cured, it is no longer removable. Flooring with tapes however comes away clean, separable into different waste streams.

New technologies have offered the freedom to manufacture carpet from fully circular mono- materials such as polyester (PET), polypropylene (PP) and polyamide (PA6, PA66). But that's not all. Backings applied to carpet fiber for the assembly of carpet tiles and rolls are generally different materials bonded or melted together, which makes it hard to separate at end-of-life for recycling purposes. However, assembly with thick synthetic rubber-based transfer tape allows a secure bonding of the fibers with several types of backings. Heating up the assembly sufficiently allows for clean separation. It allows for recycling, full on. Which got us thinking: what if you use transfer tape as a bonding method for the backing material?

That's a major innovation, as it's far more common to have a carrier made from a different material, for instance polyester – that has a very different melting point, complicating the recycling process. Here, a double-sided tape is used, fitted with the same material as the carpet as far as the carrier of the glue is concerned. Even carpet applied with tapes is well suited for the hundreds or thousands of visitor's feet, but it's also very easy to remove without leaving residue on the underlay or having to sand down the subfloor.

The carpet detaches itself from the floor quite easily. What is even more interesting in the context of recycling is the fact that this approach makes the whole unit recyclable as a whole, even including the glue. The glue is completely processed in the recycling process, or in any case leaves but a very small amount of contamination as opposed to the far larger quantities of PET or PP you would otherwise be left with.

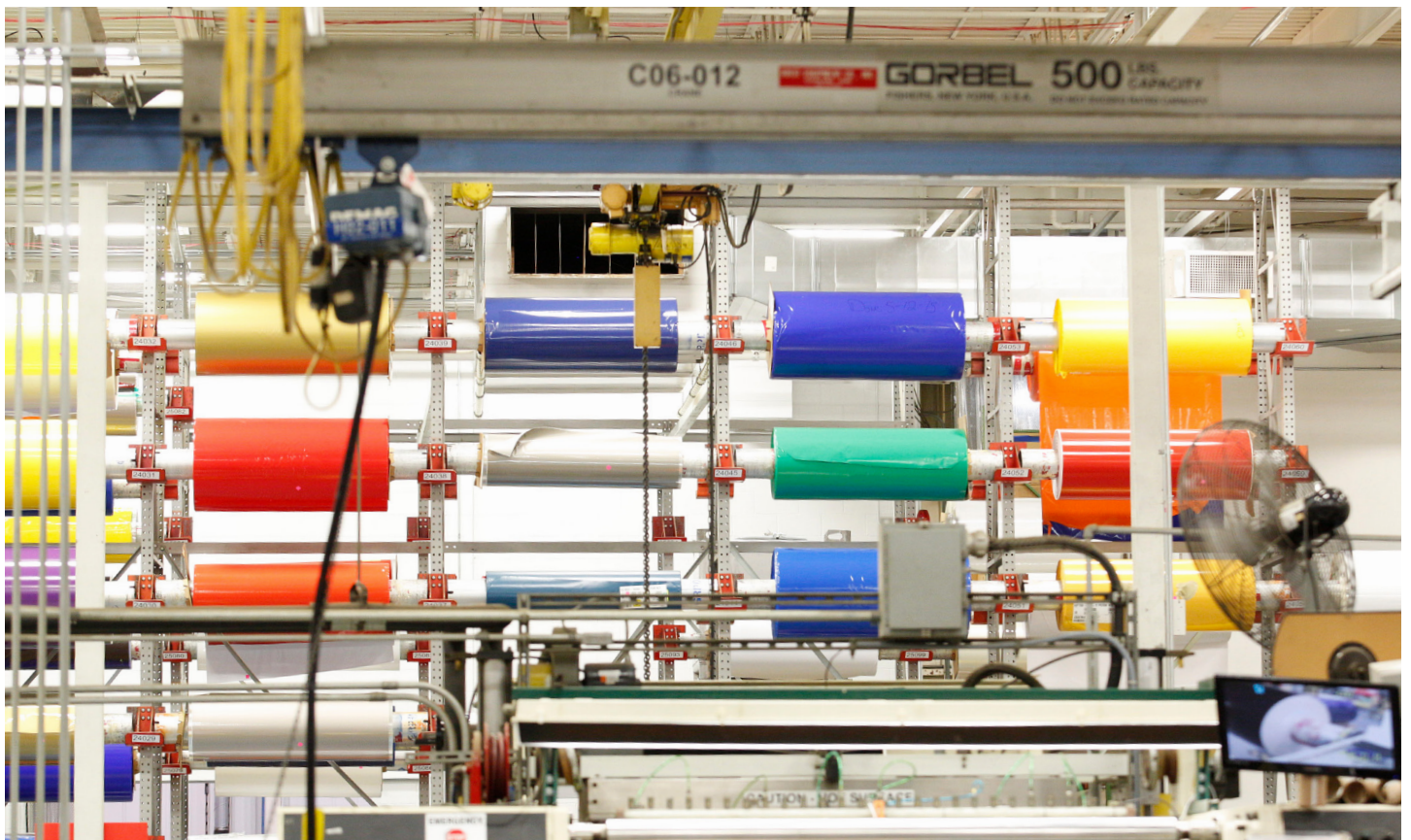


Performance Tapes

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 segments.

The organization has 50 years of experience in 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.



Our technical experts are here to show you how to work with your materials successfully during every phase of your application. You can count on us to approach any challenge with genuine curiosity and care.

Contact your Avery Dennison sales representative or visit tapes.averydennison.com



#MakingPossible

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label. averydennison.com or contact your local Avery Dennison sales representative.

DISCLAIMER — © 2025 Avery Dennison Corporation. All rights reserved. The “Making Possible” tagline, Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison. All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison’s products are sold subject to Avery Dennison’s general terms and conditions of sale, see terms.europe.averydennison.com.