

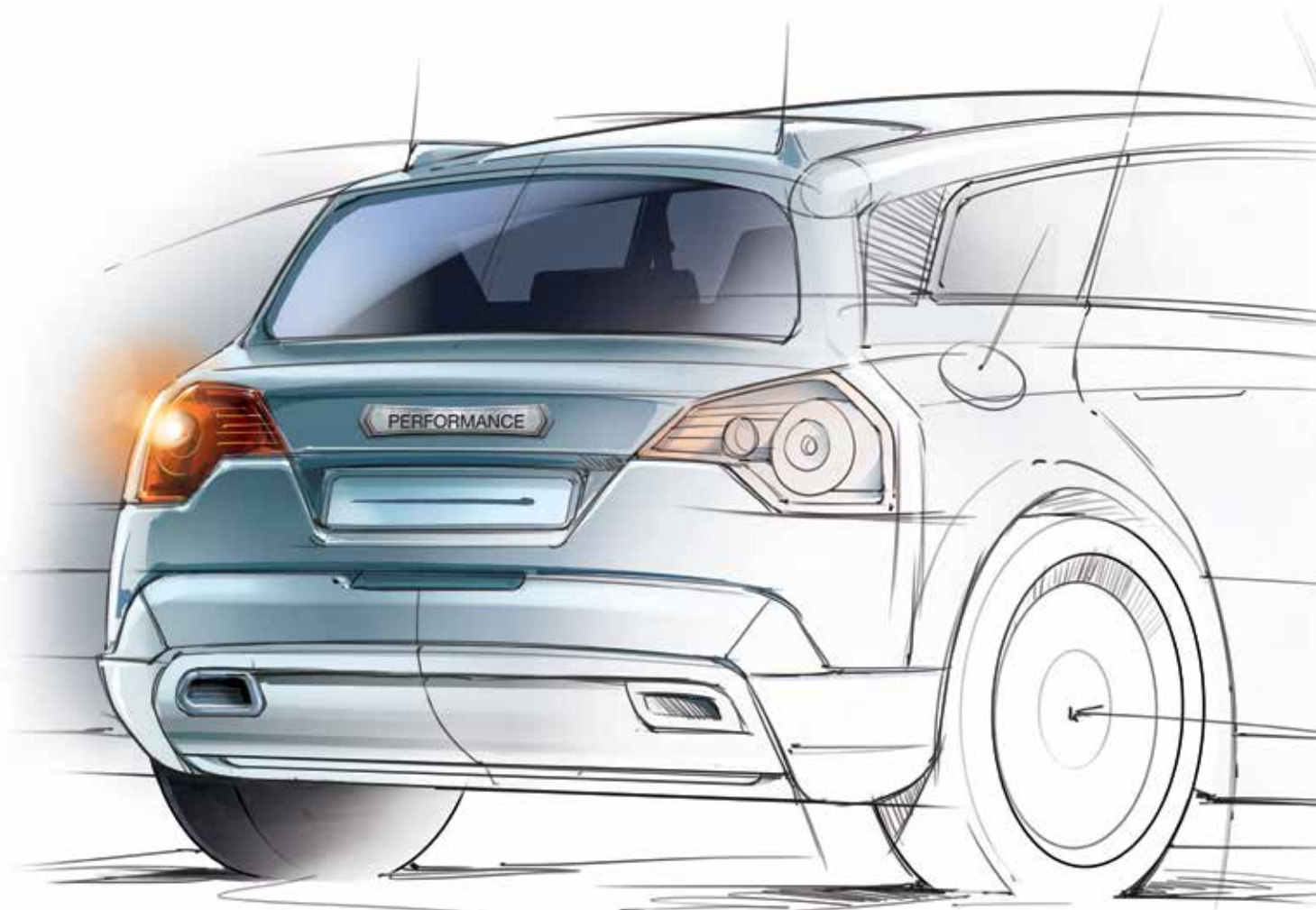
Badge and Emblem Bonding Solutions

Automotive Exterior Applications

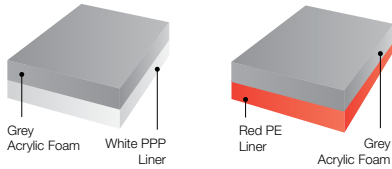
Avery Dennison offers a comprehensive range of adhesive solutions for automotive exterior badge, emblem and logo applications. Developed for use on a variety of OEM paint systems and substrates, our portfolio of foam tapes is engineered to meet many of the most demanding attachment and mounting requirements.

Advantages:

- Wide range of products: Acrylic Foam Bond (AFB™) and double coated PE foam adhesive tapes
- Adhesive formulation for multiple paint systems including LSE clear coats (> 28 dynes/cm)
- Designed to meet various OEM exterior specifications



Intelligent Solutions



AFB™ Series

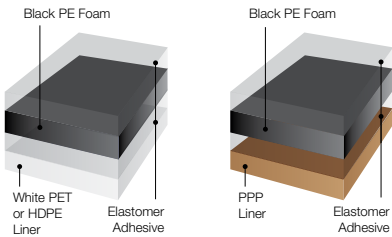
AFB 8640, AFB 8660, AFB 8680, AFB 8612

Feature:

- Viscoelastic acrylic foam
- Closed cell structure
- High tear strength polyethylene liner or easy to die-cut polyethylene protected paper liner

Benefits:

- High adhesion combined with good shear and stress relaxation
- Absorbs shock and distributes stress evenly
- Good resistance to high temperature
- High bond strength to irregular or curved surfaces
- Very good holding power



LSE PE Foam Series

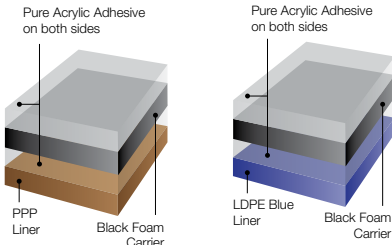
FM 2925, FM 2935, FM 2945

Feature:

- Double coated polyethylene foam construction
- Very aggressive elastomer based adhesive skin
- Strong polyester liner, flexible HDPE liner or easy to die-cut polyethylene protected paper

Benefits:

- Excellent bond to most surfaces, even hard to bond LSE clear coats
- Good for bonding rigid plastics
- Easy to die-cut properties allow for even small die-cut pieces



PE Foam Series

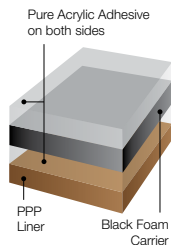
FM 464, FM 467, FM 468, FM 7615, FM 503L

Feature:

- Double coated polyethylene foam construction
- Pure acrylic adhesive skin
- Polyethylene protected paper or controlled release PE liners

Benefits:

- Proven performance through multiple years of use
- Easy to die-cut properties allow for even small die-cut pieces



Flexible PE Foam

FM 7613

Feature:

- Double coated polyethylene foam construction
- Pure acrylic adhesive skin
- Polyethylene protected paper liner

Benefits:

- Suitable for logos and badges where conformability to curved surfaces is needed
- Good die-cutting properties
- Good stress relaxation
- Adoption to curved surfaces offers greater freedom during design and application



Product Code	Product Construction						Performance Characteristics						
	Total Caliper		Adhesive System	Foam Color	Density Level		Liner System (µm)	Peel Adhesion on High Surface Energy Substrates (> 34 dynes/cm)	Peel Adhesion on Low Surface Energy Substrates (28-32 dynes/cm)	Shear (Room Temperature)	Tensile Adhesion	Die-cutting Ability	Temperature Resistance Short Term/Long Term
	(mm)	(mils)			kg/m³	lb/ft³							
AFB™ Series	Viscoelastic acrylic foam tape with excellent adhesion and shear strength, and resistance to elevated temperatures.												
AFB 8640GW	0.40	15.75	Acrylic Foam	Grey	760	47.4	White PPP, 130	●	○	○	○	○	160°C/ 120°C 320°F/ 248°F
AFB 8660GW	0.60	23.62	Acrylic Foam	Grey	780	48.7	White PPP, 130	●	○	○	○	○	
AFB 8680GW	0.80	31.50	Acrylic Foam	Grey	760	47.4	White PPP, 130	●	○	○	○	○	
AFB 8612GW	1.20	47.24	Acrylic Foam	Grey	760	47.4	White PPP, 130	●	○	○	○	○	
AFB 8640G	0.40	15.75	Acrylic Foam	Grey	760	47.4	Red PE, 130	●	○	○	○	○	
AFB 8660G	0.60	23.62	Acrylic Foam	Grey	780	48.7	Red PE, 130	●	○	○	○	○	
AFB 8680G	0.80	31.50	Acrylic Foam	Grey	760	47.4	Red PE, 130	●	○	○	○	○	
AFB 8612G	1.20	47.24	Acrylic Foam	Grey	760	47.4	Red PE, 130	●	○	○	○	○	
LSE PE Foam Series	Double coated, black polyethylene foam tape with a very aggressive elastomer based adhesive on both sides. This product has excellent adhesion and shear strength. Designed for bonding a wide range of materials including low surface energy substrates such as automotive exterior clear coats.												
FM 2925 PET*	0.64	25.00	Elastomer	Black	190	11.9	White PET, 64	●	●	●	○	●	110°C/ 80°C 230°F/ 176°F
FM 2935 PET*	0.90	35.00	Elastomer	Black	145	9.1	White PET, 64	●	●	●	○	●	
FM 2945 PET*	1.14	45.00	Elastomer	Black	95	5.9	White PET, 64	●	●	●	○	●	
FM 2925W**	0.64	25.00	Elastomer	Black	190	11.9	Brown PPP, 130	●	●	●	○	●	
FM 2935W**	0.90	35.00	Elastomer	Black	145	9.1	Brown PPP, 130	●	●	●	○	●	
FM 2945W**	1.14	45.00	Elastomer	Black	95	5.9	Brown PPP, 130	●	●	●	○	●	
PE Foam Series	High density, black polyethylene foam tape with double coated pure acrylic adhesive. This product has good tack, very high shear, and good die-cutting properties.												
FM 464	0.92	36.22	Acrylic	Black	140	8.7	Brown PPP, 130	●	○	●	○	●	105°C/ 90°C 221°F/ 194°F
FM 467	1.32	51.97	Acrylic	Black	140	8.7	Brown PPP, 130	●	○	●	○	●	
FM 468	0.62	24.41	Acrylic	Black	200	12.5	Brown PPP, 130	●	○	●	○	●	
FM 503L	0.92	36.22	Acrylic	Black	200	12.5	Blue LDPE, 100	●	○	●	○	●	110°C/ 90°C 230°F/ 194°F
FM 7615	0.42	16.54	Acrylic	Black	250	15.6	Brown PPP, 130	●	○	●	○	●	110°C/ 100°C 230°F/ 212°F
Flexible PE Foam	Extremely flexible foam tape especially designed for mounting badges and emblems with non matching substrate contours. This product has good tack, very high shear, and good die-cutting properties.												
FM 7613	0.92	36.22	Acrylic	Black	87	5.4	Brown PPP, 130	●	○	●	○	●	100°C/ 85°C 212°F/ 185°F

* Liner system available in Asia Pacific.

** Liner system available in Europe.

○ Low ● Medium-Low ○ Medium ● Medium-High ● High

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