



Formula 053

DESCRIPTION

Formula 053 is a low tack pressure sensitive adhesive designed for the advertising industry for the temporary attachment of flyers, cards, etc.

TYPICAL USES

Coupon and rebate forms, magazine inserts, credit cards, temporary attachment of various items.

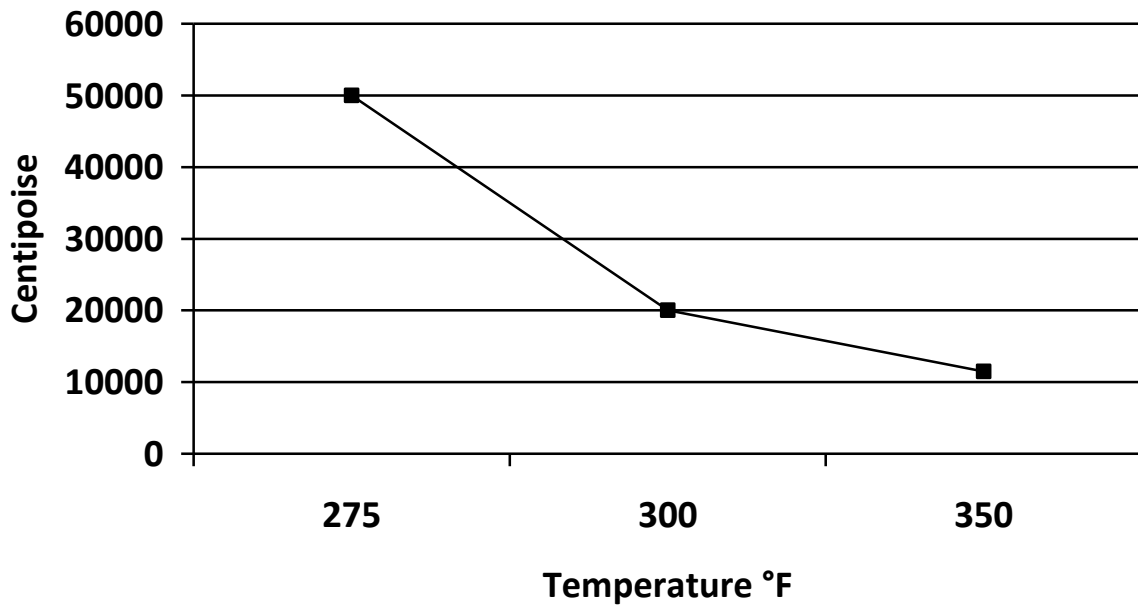
PRODUCT SPECIFICATIONS

Softening point	200°F (93°C)
Viscosity @ 350°F (177°C), centipoise	10,800
Shear tensile strength on pine, psi	47
Adhesive tensile on polycarbonate, psi	67
Operation temperature	300° -350°F (149°-177°C)
Heat Resistance	160°F (70°C)
Open Time	15 Seconds

Test Method

ASTM E28-67
Brookfield Thermosel
ASTM D-1002
ASTM D-1344-78
AdTech

VISCOSITY PROFILE



APPLICATION

For optimum performance, Formula 053 should be applied in one of AdTech's reliable hand held hot melt applicators.

IMPORTANT NOTICE: All statements, technical information and recommendations contained herein are based on tests we believe to be reliable but the accuracy of completeness thereof is not guaranteed, and the user should determine the suitability of the product for the intended use. AdTech disclaims any responsibility for any warranties of merchantability and fitness for purpose, verbal recommendations of its representatives and consequential damages.