

Application	Supporting fine bone china crockery in Display Packaging for safe distribution	Product	431	High Tack Removable Double Sided Bonding Rings (with Butterfly Release Liners)

Project

Customer's specific requirement was to display a fine bone china cup and saucer inside clear display packaging. A bonding part was needed to simply hold the two items together for safe distribution and for the period of display. Once sold and taken home, the two items had to easily peel apart and be ready for immediate use. There had to be no adhesive contamination, and no adhesive failures between the time of packaging at the factory, and the time the customer gets the package home.

Recommended Product

The 431 product, is a high tack double sided tape, mainly used for mounting POS where the adhesive tape has to remain firmly in place, and then peel off totally cleanly at the end of the promotional period.

Presentation

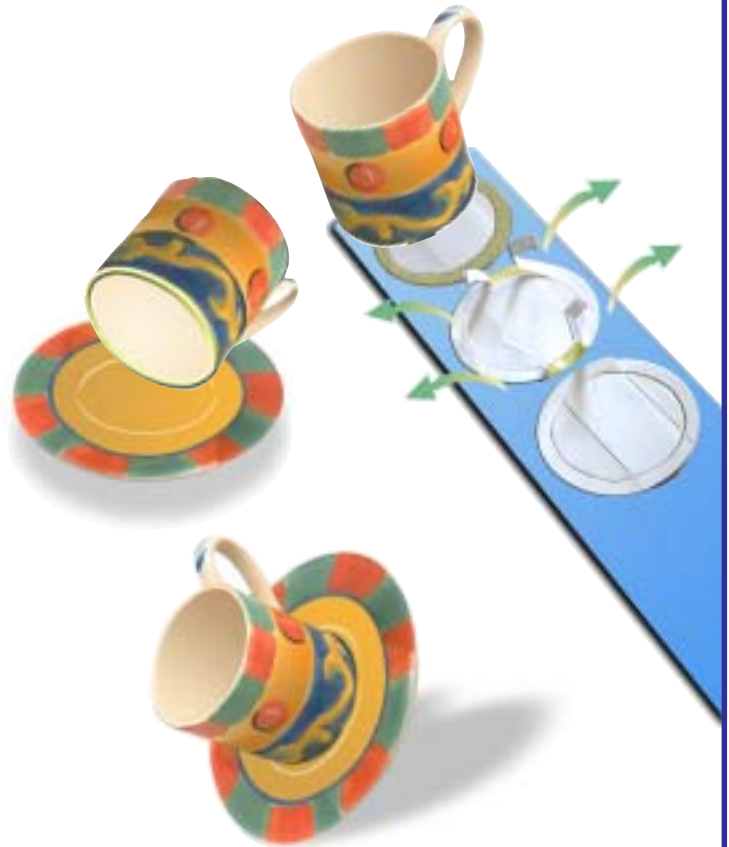
431 Product supplied with 'butterfly release' liner to make the removal of the liner quick and easy. Additional benefits of this liner : only selected parts of the adhesive surface area need to be exposed at any one time.

For this application

1. The adhesive ring area is exposed by taking off the outer ring paper
2. The cup placed onto the adhesive ring and hand pressure applied
3. Ring diecut lifted away, bonded to the bottom of the cup. It is then simply placed and securely fixed to the saucer – ready for packing in the display retail pack.

Other uses for the 'butterfly liners' include bonding diecuts for intricate furniture mouldings and electronic components. By simply lifting selected parts of the cut release liner, the selected adhesive area is exposed for accurate placement.

- No contamination of other parts
- No mis-alignment
- Parts can stay with the presentation release paper
- Multi-part diecuts for economical use
- Ideal for piece rate work
- Also available with permanent, high temperature adhesive



Product Availability	Product	431	Thickness	0.3mm	Carrier	Opaque Fabric
	Width	6mm - 1000mm	Release Liner	Standard Paper or Butterfly liner		
	Delivery	All Rolls cut to order and supplied within a few days. Diecut/Pads/Strips -10 working days				