## **GROWING THE ROLE OF PRESSURE SENSITIVE ADHESIVE** TAPE IN THE AUTOMOTIVE INDUSTRY

Name of Study: Maximizing Usage of Pressure Sensitive Adhesive Tape in the Automotive Vertical

Conducted by: The Pressure Sensitive Tape Council, Breakthrough Research Published: September 2019

The goal of the PSA Tape research study was to identify the behaviors and decision drivers that influence tape usage in the automotive industry.

## **KEY FINDINGS**

The research found that use of pressure sensitive adhesive (PSA) tape is the preferred bonding method by respondents for automotive applications in terms of durability and efficiency, and had strong potential in a number of key areas, such as sealing, mounting and identifying/labeling.

75% of respondents said they are excited for a new automotive bonding solution that can overcome challenges of existing ones, while 72% said they are open to exploring PSA tape as a solution.

When asked what they look for in a bonding solution, respondents' answers were as follows:

> Has greater durability Is faster to aply/set

58%

62%

The research also identified shortfalls of competing methods that are solved by using PSA tape.

Liquid Adhesives/Plates

**Mechanical Fasteners** 

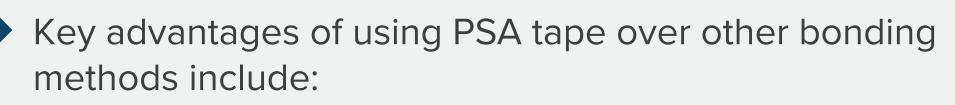
or systems

o Heavier/more weight

o Requires special tools

- o Damage to the surface being bonded
- o Degrades over time
- o Costs

o Costs



- Durability 0
- Speed of application Ο
- Speed of setting Ο
- Ability to withstand environmental stressors 0
- Ease of application 0
- Vibration damping 0
- Gathered from respondent data, specific automotive applications that present the best opportunities for PSA tape use are:
  - Temperature insulation
  - Electronic sealing 0
  - Corrosion resistance 0

559	Better withstands temperature extremes
54%	<b>Better withstands moisture</b>
54%	Is easier to apply
52%	Has less cost associated with material
52%	Would provide additional bond strength used in conjunction with another bonding solution
49%	Is less messy to apply
49%	Provides additional benefits when used in conjunction with another bonding solution
47%	Has less cost asssociated with installation
46%	Allows for more precise placement
43%	Is repostionable or allows you to disassemble when needed
43%	Offers better stress distribution
42%	Works better with modern synthetic materials
40%	Requires fewer tools to apply
39%	Is lighter/adds less weight
39%	Is more aesthetically appealing/Less noticeable
39%	Would provide a temporary bond as an assembly aid during a project
35%	Requires less training to use

Is less hazardous

- Cushioning between components Ο
- Cable wrapping Ο
- Substrate joining for better cosmetic effect 0
- In tandem with other solutions to strengthen bond 0

## **RESEARCH METHODOLOGY**

A 20-minute online survey and/or B2B phone panels survey were provided to engineers, designers, specifiers and converters working in the automotive industry. Responses were collected from August to September, 2020. Respondents were recruited from multiple nationally representative online panels and were deemed qualified if they had decision-making responsibility for the bonding they had decision-making responsibility for the bonding solutions used in their projects and had worked on at least one project for which bonding solutions were specified within the previous year.



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31%