

GROWING THE ROLE OF PRESSURE SENSITIVE TAPE IN BUILDING AND CONSTRUCTION

Name of Study: PSA Tape Usage in the Building and Construction Industry

Conducted by: Pressure Sensitive Tape Council, TRC Advisory and Brakethrough Research

Published: December 2016

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

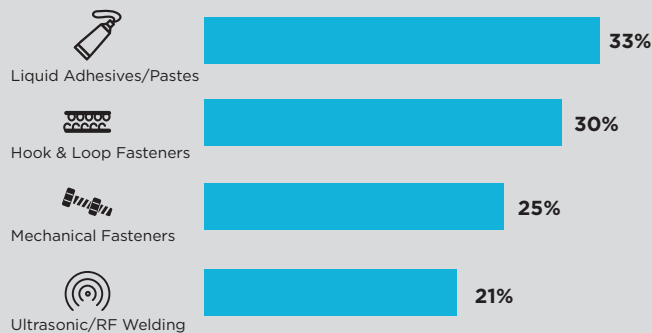
KEY FINDINGS

The research found that considerations to using PSA Tape, as opposed to competing bonding solutions, were based on overall usage flexibility and the potential of using tape in many diverse applications.

- 86 percent of survey respondents in building and construction indicated they would consider converting from competing bonding solutions to using PSA Tape in their industry.
- In building and construction, the percentages of potentially converting to using PSA Tape are as follows:

- Flexibility helps drive decisions for choosing PSA Tape over other bonding methods. Key drivers to using tape include:
 - Excellent long-term durability
 - Low cost
 - Easy to apply
 - Light in weight
 - Strong sealing and bonding
 - Good stress distribution
 - Protection against, heat, moisture, vibration and sound
 - Aesthetically pleasing
- Those applications in building and construction with the highest growth potential for PSA Tape usage include:
 - Pre-cast/tilt up
 - Window/door bonding/mounting
 - Interior panel/trim attachment
 - Thermal protection
 - Signage
 - Patching
 - Cladding and facades
 - Stucco/EIFS

POTENTIAL CONVERSION FROM:



RESEARCH METHODOLOGY

A 20-minute online survey was provided to engineers and/or architects working in the building and construction industry. Responses were collected from July - August, 2016. Respondents were recruited from multiple national industry-represented online panels. These proprietary panels were culled from a vast pool of potential B2B and B2C respondents. Online panel members passed through multiple levels of authentication to ensure they were genuinely interested panelists who would provide valuable data for the study's insights. Those who participated in the research had decision-making responsibility for the bonding solutions used in their building projects.



For more information about PSA Tape and the Pressure Sensitive Tape Council, visit www.pstc.org.

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