

# 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

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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.

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

### Liquid Adhesives/Plates

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

### Mechanical Fasteners

- Heavier/more weight
- Requires special tools or systems
- Costs

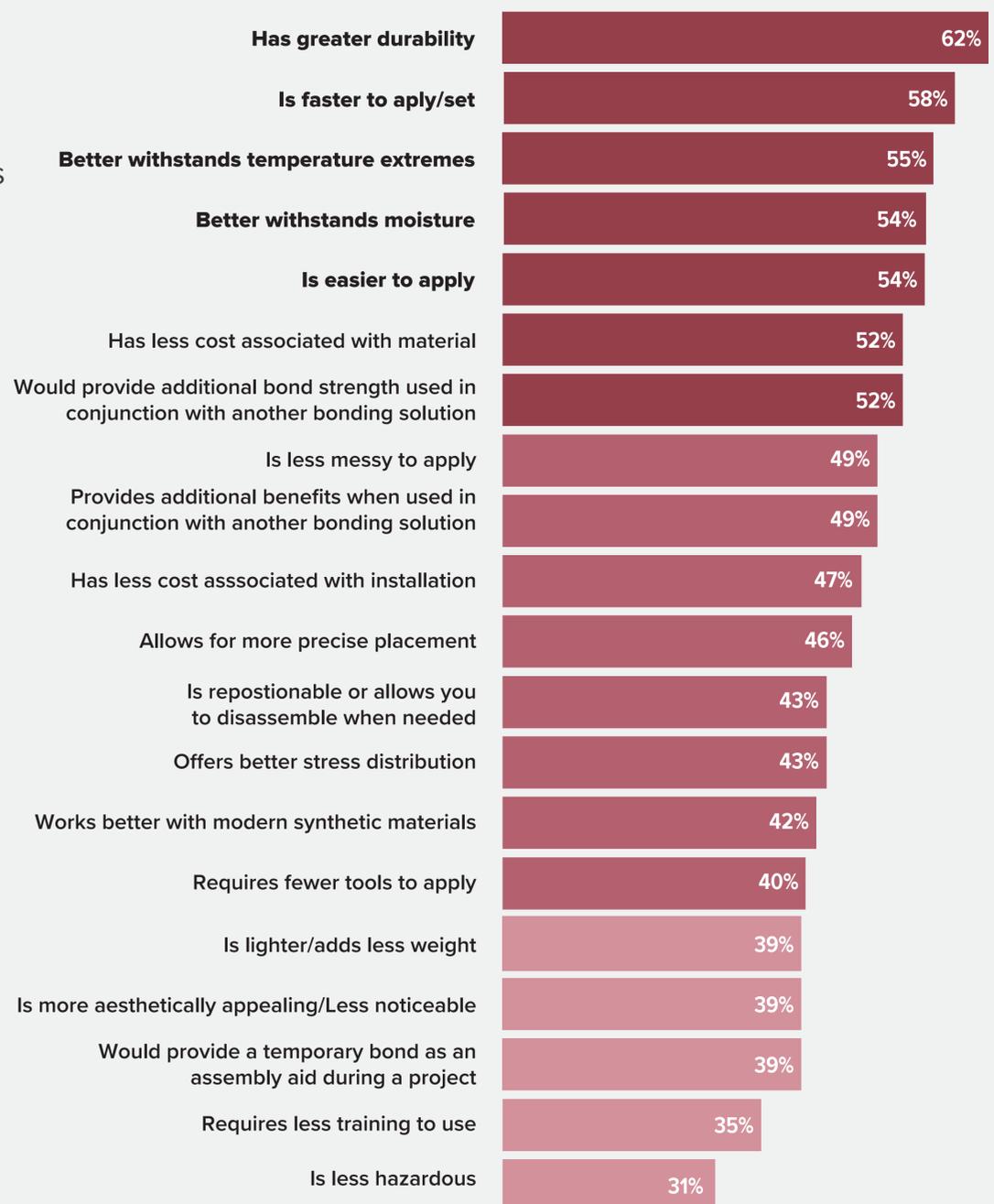
➤ Key advantages of using PSA tape over other bonding methods include:

- Durability
- Speed of application
- Speed of setting
- Ability to withstand environmental stressors
- Ease of application
- Vibration damping

➤ Gathered from respondent data, specific automotive applications that present the best opportunities for PSA tape use are:

- Temperature insulation
- Electronic sealing
- Corrosion resistance
- Cushioning between components
- Cable wrapping
- Substrate joining for better cosmetic effect
- In tandem with other solutions to strengthen bond

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



## 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.