



# Smart studies

## THERMOGRIP® H9641 BOTTLE LABELING ADHESIVE

### AN EVOLVING MARKET

There are a number of emerging trends in the North American carbonated beverage labeling market. Bottling line speeds continue to get faster with newer lines running at >500 bpm. As line speeds increase, the cost of down time becomes a larger consideration in adhesive selection. Additionally, beverage companies continue to use packaging as a way to differentiate. PET bottles are becoming curvier, which makes labeling much more difficult as additional stresses form along the bond line of irregular shaped bottles. Lastly, filmic labeling substrates are moving to lower cost polypropylene materials which are dramatically more difficult to bond to. These trends necessitated the development of a new adhesive.

### TIME TO INNOVATE

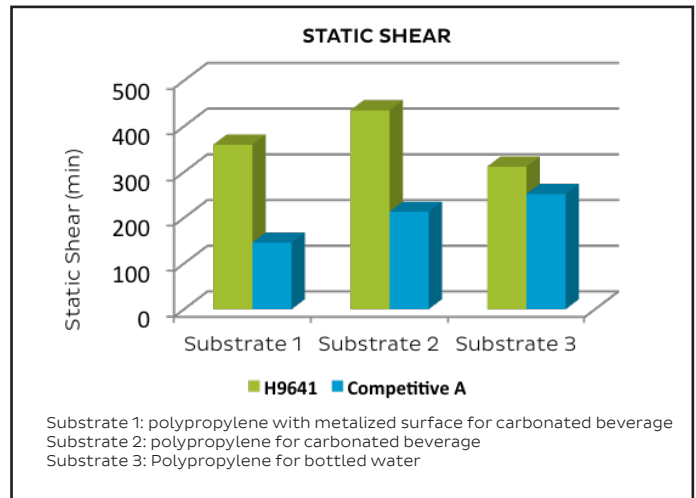
We developed H9641, a semi-pressure sensitive hot melt to meet these challenging market needs. This innovative product was developed to have a higher cohesive strength in the melt state to reduce slinging at fast line speeds. This reduces the amount of shut down/clean up time on the lines which leads to reduced operating costs for our customers. Next, this product has very high tensile strength which allows the adhesive to maintain the bond even during the expansion of curved bottles from the beverage filling or shipping process. This reduces label flagging. Lastly, we incorporated a unique, new polymer which dramatically increases specific adhesion. This allows our adhesive to bond very well to low surface energy substrates, allowing our customers to maintain performance with lower cost labels.

FEATURES	BENEFITS
High cohesive strength	No slinging at fast line speeds
High tensile strength	No flagging from high stresses
Excellent specific adhesion	Bonds well to polypropylene label stock
Light color/low odor	Clean running for low running

### HOW DO WE STACK UP?

Bostik has undergone extensive benchmarking of those properties that matter most of beverage manufacturers.

Static shear: this test measures the strength of the adhesive under constant stress.



H9641, as expected, outperforms the competition in the static shear test. A curved, carbonated beverage bottle will put constant stress on the label bond. The adhesive must be strong enough to withstand that constant stress without yielding to maintain the bond. H9641 performs excellently.

### FURTHER BENEFITS

The viscosity profile of this adhesive is lower allowing for a lower application temperature. This eases processing as well as reduces the potential for burn through on temperature sensitive substrates. Our customers may be able to move to a thinner gauge filmic label to further reduce their costs.



Bostik, Inc.  
 11320 W. Watertown Plank Road  
 Wauwatosa, WI 53226-3413 USA  
 Ph: +1 414 774 3413  
 A subsidiary of Arkema  
[www.bostik-industrial.com](http://www.bostik-industrial.com)