



Newsletter

April 2012

We're more than just carton sealing tapes!

**Benjamin Franklin was one of my favorite of the founding fathers.**

Ben's quote for the Month

"Tell me and I forget.  
Teach me and I remember. Involve me and I learn."

**Tape Terms**..don't worry, we're only going to cover one per issue!

#### **COAT WEIGHT**

The amount of adhesive applied to the tape expressed in grams per square meter. As tape gets thicker so does the adhesive. If an end user is having adhesion problems (because of recycle content, rough surface etc.) moving up in thickness will give you more adhesive and better adhesion to the surface.

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#### **TAN vs. CLEAR**

When I do training for distribution salespeople I always try to point out the difference between tan and clear carton sealing tapes. Most people don't know that there can be a difference. Most of the customers that ask for tan don't really have a clue as to why. Tan because it matches the box?? ( which it never does) or "that's what we always buy." Some even think it's stronger!

Tan is now less than 4% of the market. Manufacturers hate making colors. It makes a mess that they have to clean up and it costs more to produce. Color usually always comes from adding a liquid or powdered pigment to the adhesive. What happens when you add flour to a sticky substance.... it becomes less sticky! Tan and other colors don't have the same adhesion to corrugated surfaces. (Manufacturers will never tell you this but try it for yourself.) Tan tapes usually will cost an additional 5% or so and often times there are minimums order requirements. So, tell your tan tape users this little story and see if they still want tan tape.

Sincerely,  
Alan Graham  
Concord Industries

For the record, Concord will continue to carry tan tape in the common mil thicknesses, so don't stop buying/selling it all together too quickly. Just don't be surprised if it's more expensive than clear. You've been warned. ;) -ab

Join Our Mailing List!

**Alan's Contact Info**

209-602-8821

[alan@concordtapes.com](mailto:alan@concordtapes.com)

**This Month's Special:**

**#141713C**

**72mm x 914M**

**1.7mil Acrylic, clear**

**\$10.75/rl**

**4rl/cs, 48cs/plt**

\*Quantities are limited. Pricing based on full pallet quantities for free shipping w/in CA, or will call Concord warehouses.

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Concord Industries, Inc. | 2811 Faber Street | Union City | CA | 94587