



Newsletter

May 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

"Be civil to all, sociable to many, familiar with few, friend to one, enemy to none"

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

#### **BACKING**

A relatively thin flexible material to which the adhesive is applied, i.e. the crepe paper in masking tape, the cotton cloth that is duct tape, the polypropylene film that is carton sealing tape.

[Click here for our Line Card](#)

#### WHAT IS FREEZER TAPE??

Everyone has asked or been asked this question. The simple answer is, "It depends," and followed with one very important question: "What is the temperature where the tape is being applied?"

Application temperature is the key to determine which tape to use. Most of the time, the end user will seal a box and then, the box goes into the freezer. If the carton is being sealed in ambient conditions, at least 40F or warmer, just about any tape will work, like standard Hot Melt or Acrylic adhesives. The problems arise as temperatures drop below 40 degrees at the time of application. In the mid to high 30's, Water-based Acrylic adhesive will typically work. If it is just above freezing, say 34 to 36 degrees then Natural Rubber or Solvent-based Acrylic adhesives are the way to go. Natural Rubber has what is called "quick stick" which is the ability to adhere to a surface quickly. Solvent-based Acrylic adhesive has a freezing point well below 32F. If the carton is being sealed inside the freezer, Solvent-based Acrylic adhesive will be best suited.

Also, it is important to use any of these tapes with a reasonable "coat weight" (adhesive thickness). Use a tape with an overall thickness of at least 1.8 mils or more. Remember, cold kills the ability of a pressure sensitive tape to adhere to a surface. What seems very sticky at 85 degrees is not going to have much "finger tack" below 40 degrees. You have to make up for that by using the right adhesive and enough adhesive to adhere to the corrugated container.

Join Our Mailing List!

**Alan's Contact Info**  
209-602-8821  
[alan@concordtapes.com](mailto:alan@concordtapes.com)

Sincerely,  
Alan Graham  
Concord Industries

## This Month's Special:

2" Tape Guns \$3.00/ea

3" Tape Guns \$6.00/ea

MOQ 24ea/size  
Will call or Pre-paid/add

[Forward email](#)



Try it FREE today.

This email was sent to [abbey@concordtapes.com](mailto:abbey@concordtapes.com) by [alan@concordtapes.com](mailto:alan@concordtapes.com) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

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